

THE AMERICAN STATIONER

DEVOTED TO THE INTERESTS OF THE STATIONERY AND FANCY GOODS TRADE

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NEW YORK AND CHICAGO, DECEMBER 30, 1911.

PER ANNUM, \$2.00
SIX MONTHS, \$1.00

HALF A CENTURY

The Fiftieth Anniversary of the Establishment of the Eberhard Faber Pencil Company's Factory Celebrated—
Officials the Guests of Honor.

IN the Yacht Room of the Hotel Astor, New York, on Wednesday evening of last week a dinner was given to Mr. Eberhard Faber, Mr. L. W. Faber and Mr. Edward E. Huber, as officers of the Eberhard Faber Pencil Company, in recognition of the fiftieth anniversary of the establishment of the factory. The hosts were twenty-three of the selling staff and heads of departments of Eberhard Faber, and the Eberhard Faber Pencil Company, and were as follows: W. Miller Jones, manager of the export department; Louis Ruiz, export department; A. W. Williams, manager of the Chicago office; F. Byers, credit department; C. C. Fleming, educational department; Walter E. Edgerley, order department; C. A. Neu, order department; J. M. Turner, superintendent of the factory; Herbert Ward, shipping department; Henry Ellerbusch, stock department; E. L. Heischmann, superintendent of the rubber factory; Fred G. Huber, manufacturing department; R. C. Jennings, factory office; George Siebert, purchasing agent. And the following from the domestic sales department: H. J. Tyndale, John E. Rennie, A. B. Thomas, H. D. Shipman, J. Milton Van Alst, D. H. Archibald, Fred M. Brown, Oliver Lee and Fred Schroeder.

Harry J. Tyndale, or "Tinny," as he is better known to the trade, acted as toastmaster, and presided with the grace and affability characteristic of him. The dinner was set for 7 o'clock, and after being seated, Toastmaster Tyndale began the proceedings with the following well-chosen words:

TINPOT'S FELICITOUS SPEECH.

"Gentlemen, friends and co-workers, you have honored me in the past with personal kindnesses, and they have been genuinely

and gratefully appreciated, but in extending to me the privilege of presiding at this particular dinner, all past honors are eclipsed, and with gratitude to you, I gladly accept the responsibility.

"We are together this evening to celebrate the fiftieth anniversary of the founding of the plant of the Eberhard Faber Pencil Company, of which we are a small part and parcel of the active force. Right here it will not be amiss of me to suggest that in the midst of our festivities we give a kindly thought to the many hundred absent employees who are with us in spirit. With one exception, and that a welcome one, the gentlemen seated at this table represent active service of from seven to thirty-six years, and I venture the statement this is not one minute too long. In all business institutions, whether they be small or large, employees, and I will add employers as well, have at times their exceptional crosses to bear, disagreeable responsibilities to shoulder, unpleasant tasks to perform, and occasionally little matters of detail of an exceptionally irritable nature will be in evidence for our individual consideration and adjustment. But gentlemen, this is the rule not the exception in all commercial enterprises, were it not so, ours would indeed be a monotonous business life, and I think we would soon tire of it. Considering, however, the vastness of our own institution, we are to be congratulated that our presentage along these lines is exceptionally small. I therefore feel I can frankly say that in the general acceptance of the term, we are a contented and happy lot of employees and proud of our active association with the house of the Eberhard Faber Pencil Company.

"In extending our congratulations to the firm, we ourselves are to be congratulated in having as employers men of sterling, upright business integrity, men who believe in fair play and live the life. I would ask you to stand with me and in extending our congratulations, drink to the continued good health and future prosperity of Mr. Lothar W. Faber, Mr. Eberhard Faber and Mr.

(Continued on page 4.)

NO MORE TIPS

After January 1 Commercial Travelers Will Cease Giving Tips, and, Beginning February 1, Their League Will Advertise for Rooms for Transients.

SYRACUSE, N. Y., December 28.—A warning that traveling men will cease to give tips after January 1 to hotel employees is contained in a letter sent out last week by P. E. H. Dow, president of the Commercial Travelers National League. The letter represents official action of the executive body. It says that if on February 1 the hotels persist in the tipping habit the league will begin to advertise for rooms and apartments for transients in every city in the country not having a tipless hotel.

The letter follows an anti-tipping crusade of forty days. In that time a flood of communications have poured into the league headquarters here, expressing views of the tipping system from various standpoints. With them as a basis the league charges that "the growth of tipping in this country is owing to the greed of the hotel proprietors.

"The white waiters and waitresses by a large majority prefer adequate wages to tips—many for principle, some for pride, but mostly as they see the handwriting on the wall; the abominable and un-American tip giving and tip taking must stop."

In case the hotels do not assist in the crusade the league will request the various chambers of commerce to encourage the establishment of centrally located showrooms for patrons with samples. The letter says:

"We have several other methods in reserve to assist in relieving the travelers from payment of enforced premiums in the form of gratuities for accommodation and commodities they contract for at high fixed prices."

The efforts of the league to put a stop to tipping has been widely endorsed.

HALF A CENTURY

(Continued from page 3.)

Edward E. Huber, comprising the firm of the Eberhard Faber Pencil Company."

THE SOUVENIR MENU CARD.

A handsome souvenir menu card had been provided containing, in addition to photographs of Eberhard Faber, the founder of the business, Mr. Lothar W. Faber, president; Mr. Eberhard Faber, vice-president and treasurer, and Mr. Edward E. Huber, secretary of the Eberhard Faber Pencil Company, a reproduction of the original factory of 1861, with its single building, a photographic reproduction of the present large plant, embracing nineteen different buildings, and also sketches of

Japan House, comprised the entire plant. A yard of considerable size, used for the storage of cedar logs, adjoined the factory. As all of the cedar from the mill at Cedar Key, Fla., was shipped in the log by water exclusively, the factory being close to the water, was conveniently situated for handling these large bulky logs at a minimum expense.

On May 28-29, 1872, fire broke out in the room where the cedar logs were sawn and cut, resulting in the complete destruction of the factory. It is interesting to note that the entire stock of pencils on hand at the time and which was entirely consumed amounted to just 12½ per cent. of the stock carried today.

At the time of the fire there were em-

rescued from the remains at Forty-second street, and did continuous service until 1904. The original main building of the present plant has been used first as a linseed oil factory and later as a tobacco factory and warehouse. On September 1, 1872, necessary alterations had been made, the machinery installed and the manufacture of lead pencils began.

As a further item of interest, it might be mentioned that the three buildings in the original purchase, known as Nos. 1, 2 and 3, occupied a ground space of 12,000 square feet, with a floor area of 44,750 square feet. Today there are nineteen buildings in the group with a total ground space of 70,000 square feet, and with a floor space of 260,000 square feet.



FLASHLIGHT PHOTOGRAPH OF THE BANQUET GIVEN TO THE OFFICIALS OF THE EBERHARD FABER PENCIL COMPANY IN CELEBRATION OF THE SEMI-CENTENNIAL OF THE COMPANY.

features of "The New York of 50 years ago."

The various dishes were interspersed by original songs with the words set to popular airs. In these songs the guests were told what was thought of them, past triumphs recalled, and promises as to future efforts were made. These were well written, well sung, and added greatly to the joyousness of the occasion.

THE EBERHARD PENCIL COMPANY.

Toward the close of the dinner an interesting resumé of the History of the Manufacturing Business, prepared by Mr. F. G. Huber, and which is given below, was read by him:

This business which was established by Mr. Eberhard Faber in 1861, was located in a three-story brick factory at the foot of East Forty-second street. The building was about 75 x 100 feet, and this with the exception of a small building known as the

employed in the sixteen rooms or departments about 150 people. There are four of these employees in the factory at the present time: Miss S. Meyers, E. Clark and Messers. F. Bennecke, and R. Schutte, and two pensioners: Miss Jennie Gregory and Miss Lizzie Stuckey, who worked in the old factory.

About the time that the plant was destroyed, Mr. Eberhard Faber had contemplated erecting a factory on Staten Island, in fact a site had been selected when the fire made necessary other arrangements. Suitable buildings having been found in Greenpoint, negotiations for the purchase were made and the original buildings of our present plant, three in all, were bought in July, 1872. Two of these buildings, the main one at the corner of West and Kent streets, were suitable for manufacturing, and a smaller one was used as an engine room. The engine, by the way, one of the old walking beam type, was the only thing

In 1879 Mr. Eberhard Faber, Sr., died and was succeeded by Mr. J. Eberhard Faber, and Mr. Lothar W. Faber. About April 1, 1897, Mr. Lothar W. Faber assumed the management of the factory.

There have been but six factory superintendents in the fifty years past, as follows:

1861-84.....	Philip Schrag.
1884-95.....	Oscar Mussinan.
1895-97.....	Frank Kolk.
1898-1900.....	John Booth.
1901-1910.....	E. L. Schmitz.
1910 to date.....	Joseph N. Turner.

The E. Faber Pencil Company was incorporated in June, 1898, with Mr. L. W. Faber, president; Mr. Eberhard Faber, vice-president and treasurer, and Mr. E. E. Huber, secretary. The present title of the concern is the Eberhard Faber Pencil Company, as incorporated in 1904.

The factory now employs about 875
(Continued on page 16.)



Our papers are also supplied by Eaton, Crane & Pike Co., Pittsfield, Mass., and 225 Fifth Avenue, New York, whose boxes containing our goods bear the word CRANE'S.

OUR TYPEWRITER RIBBONS AND CARBON PAPERS

REPRESENT THE *VERY BEST* IN THE LINE OF THESE
COMMERCIAL NECESSITIES



YOU SHOULD NOT USE *LESS* THAN THE BEST TO MAINTAIN
MODERN EFFICIENCY

WE *LEAD* THE WORLD IN *OUR LINE* BECAUSE:

WE FILL EVERY REQUIREMENT
WE SUIT EVERY PURPOSE

MITTAG & VOLGER, Inc.

MANUFACTURERS FOR THE TRADE ONLY

Principal Office and Factories, PARK RIDGE, N. J., U. S. A.

BRANCHES

NEW YORK, N. Y., 261 Broadway CHICAGO, Ill., 205 W. Monroe St. LONDON, 7 and 8 Dyers Bldg., Holborn, E. C.

AGENCIES—In every part of the world; in every city of prominence.

DO YOU SELL "BERLIN'S" QUALITY FIRST STATIONERY?

BERLIN'S Cards, Mourning Papers, Writing Papers, Typewriter Papers, Papeteries, Tablets and Initial Papers represent taste and refinement in polite correspondence.

The Initial Papers are all stamped by hand with a steel hand-engraved die, and as a result you have the finest workmanship it is possible to produce at much less than it would have cost to have done it as a "special order."

NO WAITING :: :: NO DELAY

BERLIN & JONES

SALESROOMS: 547 WEST 27th ST.



Reorders prove that quick sales pay

COMPANY

AND 136 WILLIAM ST., NEW YORK

THE HOME OF THE TALLY CARD

STAPLE ENVELOPES OF EVERY DESCRIPTION

BIG BUSINESS

During the Few Days Before Christmas Stocks of Philadelphia Stationers Just Melted Away, so Great Was the Rush.

(From Our Regular Correspondent.)

PHILADELPHIA, December 27.—If every retailer throughout the city did as much business the year round as during the last three days of the Xmas rush there would of necessity be a very large expansion in the list of American millionaires. For despite the agitation and cogitation over early buying which has been going on for months, advocated by the Consumers' League and kindred organizations, everybody seemed to have deferred their real generosity of gift buying until the last two or three days—and some even later—for the owner of one little store away off in the northeastern section of the city confided to a Market street jobber that to accommodate her neighbors she did open the side door on Sunday and took in \$52—a larger amount than the weekly receipts had been.

STOCKS DISAPPEARED RAPIDLY.

It was nothing short of marvelous the way stock disappeared in those last few days. Up until about Thursday there was reported by city retailers a fairly good business, although some were apprehensive that they would have to carry left over stocks. But it is doubtful if on Monday there were a score of retailers throughout all the city who had to carry over any substantial quantity. All seemed to have been entirely sold out. Reports from the country retailers are only coming in but these seem to indicate that there, too, large business was done. Certainly the city trade now faces the new year with entire confidence and with a purpose of laying in good stocks.

MOUSLEY REMINISCENT.

Mention of the fact in these columns that the new firm of Ogden Brothers, consisting of John S. and Frank W. Ogden for 31 and 22 years, respectively, connected with the David Bentley establishment would go into business for themselves with the new year at 15 North Fourth street drew interesting reminiscences from George E. Mousley, the largest jobber in this city. It was at 15 North Fourth street that Mr. Mousley first opened his centrally located jobbing house some 20 years ago. Previously he had been in business in a small way at Fourth street and Germantown avenue, the beginning being made in a basement. But at 15 North Fourth street Mr. Mousley laid the foundations of his success. Subsequently with expansion he moved to 509 Market street, then to 511 Market street, then to 505 Market street and finally to his present double front establishment at 575 Market street. If the success which came to him from the beginning at 15 North Fourth street is duplicated for Ogden Brothers they certainly will have cause for thankfulness. Both brothers are well known and liked throughout the trade and their new venture is looked on as of good omen.

DEATH OF JOHN B. REINHOLD.

In the week's festivities there was a touch of pathos, for on Christmas Day there entered into rest John B. Reinhold, son-in-law of Harry T. Mitchell, manager of the Stuart Brothers store. Mr. Reinhold resided with Mr. Mitchell and passed away in his home.

William R. Owens, of the Stuart Brothers Company, will leave for New Orleans on January 6, sailing from New York.

Horace A. Custer, the Pottstown retailer, was in the city last week, rejoicing over a record-breaking season's business.

Evan T. Lewis, of the J. C. Blair Company, with the Keystone line, will be at the Bingham from January 2 to 6.

D. W. Timberlake, of the United States Playing Card Company, was one of the very few visitors of the last week. He came specially to get orders for rebates.

TO STANDARDIZE STATIONERY PURCHASES.

The new director of the department of Supplies, Herman Loeb, has determined during the coming year to standardize the purchases of stationery articles in particular. To a representative of THE STATIONER he said: "Although I have been in office but a short time I find in looking over the schedules that there is the greatest variety in the requisitions which are sent to me and I believe as a consequence great waste.

"I know of no reason why this Department of Supplies should not be conducted as a business enterprise pure and simple. I look on my position as simply that of a purchasing agent and on Councils as directors. Now no purchasing agent would think of carrying a dozen brands of lead pencils and pens and inks and other similar articles. Yet that is exactly what has been done. There is no reason why the stationery items in particular should not be standardized. Why, for instance, there should be more than, say, three kinds of lead pencils, pens, etc.? I have decided next year to institute this reform. I will take the advice of such experts as the Wanamaker store, the Hoskins store and others and will put but three or four kinds on the list. If the experience shows that a better selection can be made we will cut one or two or all of those on the list and substitute others. But I do not propose to carry everything which the whim of any clerk can suggest. If we standardize we can make larger bulk purposes and I believe can secure a much better price and that is the object for which I shall strive."

E. R. G.

THE NEW YEAR

Should be started with a full line of Whiting's Papers on order. Recognized as the best for fine stationery uses, they are standard in quality and style, embodying everything that is fashionable and desirable in the fine stationery world. They embrace Correspondence, Mourning and Wedding Stationery, Visiting Cards, Typewriter Papers and Tablets and the various qualities in each particular article represent the maximum of quality at a minimum cost.

FOR FINE CORRESPONDENCE OR FOR GENERAL BUSINESS USES

WHITING'S PAPERS ARE STANDARD

Whiting Paper Company

New York, 148-150-152 Duane Street
Philadelphia, 725 Arch Street



Makers of High Grade Papers

Chicago, 114-124 Federal Street
MILLS, HOLYOKE, MASS.



No. 6220.



No. 6185.

The above cuts show two very popular boxes in the Whiting Paper Line.

Announcement to those who carry Stationery

Our representatives are leaving New York with our new line of Stationery. This is one of the most complete and up to date lines that we have ever carried.

Do not place your orders elsewhere until you have seen this line.

Salesmen to call on you. An efficient Mail Order Department to supply your wants.

TOWER MANUFACTURING AND NOVELTY COMPANY WHOLESALE STATIONERS

306-308 BROADWAY

NEW YORK CITY, N. Y.



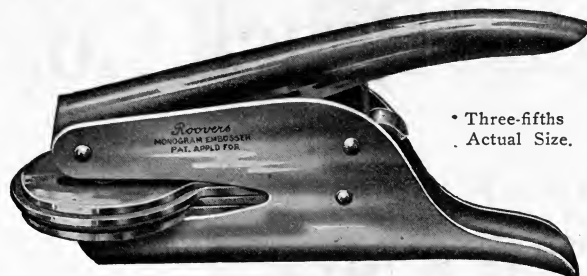
We are the Largest Manufacturers of Stationer's Tin Goods

in the United States. We always have a large stock on hand and are able to make prompt shipments on any sized order. Try us on your next order and we will surprise you—not only in prompt shipment but the quality and price of the goods.

SEND FOR CATALOG.

MERRIAM MANUFACTURING CO., Durham, Conn.

AN ALL STEEL POCKET SEAL EMBOSSE



* Three-fifths Actual Size.

For \$1.50. A new number by the Roovers Bros., whose hand embossers have made such a hit with stationers. Weight less than 9 ounces. All steel, nickel plated. No brass or lead used for dies. Easy to operate. Made to last. Lock at catch on handle. Notary Public, Justice of Peace, Commissioner of Deeds, Corporation Seals, to retail at \$1.50; special words in center, \$2.00; seal with letter in center, \$1.50; address embossers, \$1.00 per line; \$1.50 for two and three lines; \$1.75 for four lines.

WRITE FOR TRADE PRICES WHICH GIVE LIBERAL PROFIT

ROOVERS BROTHERS,

Office: 100 Schermerhorn Street, BROOKLYN, N. Y.

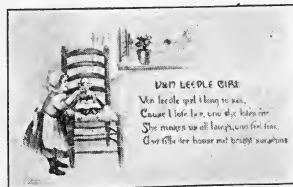
THE DRYSDALE COMPANY, Inc.

CHICAGO: 209 So. State St.

NEW YORK: 41 W. 36th St.

VALENTINES

Retail 2 for 5 cents, 5 cents, 10 cents, 15 cents and 25 cents.



FOLDERS—POST CARDS—

5 x 7 and 7 x 9 sizes in photogravure and hand colored

DUTCH POST CARDS

Nine new subjects, making fifteen in all.



Two New Birth Announcements "It's a Boy" "It's a Girl"

EASTER LINE NOW READY

WRITE FOR SAMPLES

GLAD IT'S OVER

St. Louis Stationers Are Glad That the
Holiday Trade Is a Thing of the Past
—Their Sales Larger Than Usual.

(From Our Regular Correspondent.)

St. Louis, December 26, 1911.—Christmas business has just ended and both bosses and clerks alike are glad that it is, for the last few days were very strenuous and fatiguing.

All the stationery stores received their usual amount of this business together with a gratifying increase. Each year is a bigger one than the last and the stationers make greater efforts each year to secure a larger amount of this holiday business. Many things carried by stationers are appropriate gifts and the best way to sell them is to let people know where they can be found. Conklin Pen Company had one of their representatives in St. Louis during the month running the Conklin Christmas sales campaign. From reports received, the Conklin Pen served as a gift in a large number of instances. The Dalzell Brothers, western sales agents for the Conklin Pen Company, were visitors in St. Louis during the early part of the month.

BUSINESS OUTLOOK VERY BRIGHT.

The present business outlook is very bright from every standpoint of view. It

is a ripe season for blank books, loose leaf goods, transfer cases, etc., and the local deals in anticipation of heavy business are well stocked in these lines. If present conditions count for anything the next month will see some large business done, especially in these lines. It is the opinion of the local trade that there will be a steady increase from the first of the year until the regular slow summer months. The weather has been ideal, which tends to make business better and more steady.

Geo. E. Dyson, local representative of Mittag & Volger, has recovered from a recent illness which, although not serious, necessitated spending several days at home.

Frank Palmer, of Levison & Blythe Ink Company, has been absent from his office for about ten days on account of a sprained ankle. The accident occurred on alighting from a street car and although did not seem serious at first, matured into a very bad case which required the services of a physician. Mr. Palmer expects to be able to visit his office in a week or two.

R. E. Lane, former manager stationery department of Skinner & Kennedy Stationery Company, but lately of Irving-Pitt Company, has made connections with the Carters Ink Company. Mr. Lane spent Christmas at his home in St. Louis.

S. G. Adams Stamp & Seal Company has just leased a new store near their present location on 6th street. The new place is in the heart of the retail district

and larger than their present store. The firm is old established in the stamp and seal line and also carry a complete line of stationery and office appliances.

Shallcross Printing & Stationery Company was robbed on Saturday evening, December 23. The thieves obtained entrance by the fire escape and after breaking open several desks succeeded in obtaining a small amount of money. A good sum of money and fountain pens were secured in the vault, which was not tampered with.

W. H. Curtiss, former stationery manager for Woodward & Tiernan Printing Company, and who recently made an unsuccessful attempt to end his life, is about recovered and is making plans to leave St. Louis. Mr. Curtiss is again in good spirits and regrets deeply his act.

The Missouri Glass Company has changed its name to Bryant, Gore & Bowman Sales Company. This firm, an old establishment in the glass line, has in the past year gone into the wholesale stationery business. It has been very successful in this line.

After the death of its president, Edgar B. Woodward, the Woodward & Tiernan Printing Company held an election of officers and elected the deceased man's brother, Walter B. Woodward, to the office of president. Harold Woodward, son of Edgar Woodward, was appointed general superintendent of the plant, which is one of the largest in the country. **SOUTHWEST.**

The American Lead Pencil Co.

Makers of the Famous
"VENUS" BRAND

Extend the Trade the Compliments
of the Season and their Best Wishes
for a Prosperous New Year



THEY ALSO ANNOUNCE THAT
THEY ARE AT THEIR NEW HOME



220 FIFTH AVENUE, NEW YORK

BULLETIN NO. 5

A Stationer in Vicksburg, Miss., writes us:

“WE HANDLE YOUR
COUPON BOND AND HAVE
HAD NOTHING BUT COM-
PLIMENTS FROM OUR
CUSTOMERS WHO HAVE
USED IT.”

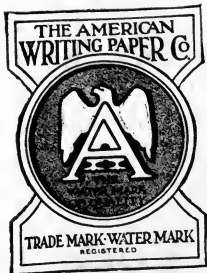


COUPON BOND

(Fac-simile Water-mark)

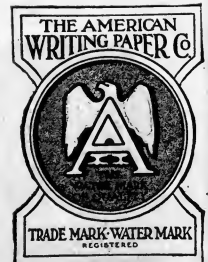
is a business builder—

If you are building on quality.



AMERICAN WRITING PAPER CO.
HOLYOKE, MASSACHUSETTS

Manufacturers of the "Eagle A" Trade-Mark Water-Marked Papers



A NEW PAPER FOR THE NEW YEAR
MARCUS WARD'S "ROYAL IRISH LINEN"
"TWILL FINISH"

An absolutely new description of writing paper of the highest grade, with a "finish" that combines CHARACTER, REFINEMENT and AGREEABLE WRITING QUALITIES. "TWILL FINISH" is not a novelty of the "short life and a merry one" class but has merits that should insure its becoming a STAPLE.

Four Varieties—WHITE—BLUE—GRAY and TWILIGHT

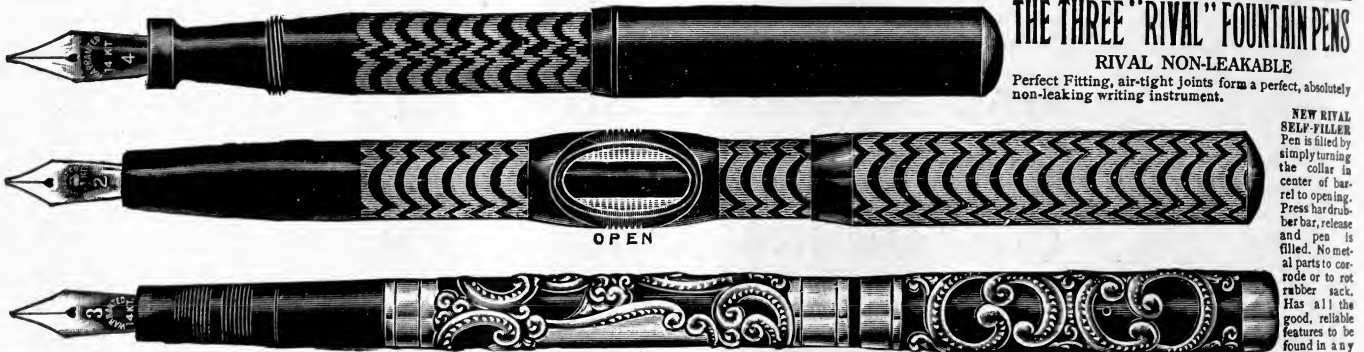
"TWILL FINISH" will be submitted to the Trade by our representatives early in the New Year.

Samples and prices sent on application, or can be seen at our New York Salesroom.

New York Salesroom
 369 Broadway
 Telephone 1763 Franklin

MARCUS WARD COMPANY
 "Royal Irish Linen"

Office and Factory
 116-124 Thirty-ninth Street
 Brooklyn, N. Y.
 Telephone 3804 Sunset



THE THREE "RIVAL" FOUNTAIN PENS

RIVAL NON-LEAKABLE
 Perfect Fitting, air-tight joints form a perfect, absolutely non-leaking writing instrument.


NEW RIVAL SELF-FILLER
 Pen is filled by simply turning the collar in center of barrel to opening. Press hard rubber bar, release and pen is filled. No metal parts to corrode or to rot rubber sack. Has all the good, reliable features to be found in any of our pens, plus the special advantage just mentioned.

Made in three sizes No. 22, No. 23, No. 24. Plain, Chased and Gold Mounted. RIVAL No. 3 with Gold or Sterling Silver filigree Mounting, for Holiday and Fine Trade.

plus the special advantage just mentioned.

Export trade solicited. Catalog illustrating our full line and giving Prices and Discounts will be sent to Dealers on request. We guarantee every pen.

D. W. BEAUMEL & CO., Office and Factory, 35 Ann St., NEW YORK




COLLINS DRAWING INK

Collins

DRAWING INK

WATERPROOF

Flows readily, dries quickly
 Bottle cannot upset - cork cannot roll
 Made in colors which are strong and brilliant
 Distributed by all jobbers
COLLINS INK CO., HOBOKEN, N.J.



THUMB-TACK

Eberhard Faber F Red Pencil Rubber

A fine quality soft, red pencil rubber, the erasing properties of which are not excelled by any rubber.

No. 1025



Made in 5 sizes: 20, 30, 40, 60 and 80 to a box, in convenient oblong blocks.

Samples Sent on Request

Eberhard Faber - - New York

TRADE ITEMS

Now that the big holiday rush is over the attention of the trade is being given to taking account of stock. Commercial stationers are of course quite busy filling the requirements of business houses for office supplies that are usually purchased around the first of the year. The jobbers are all taking stock this week. As for the manufacturers they are getting samples in order for their traveling men who are to start out in a week or two.

The Year Book, the annual publication of the National Association of stationers and manufacturers, will soon make its appearance, it being now in the hands of the printer. The book, which contains a full report of the Buffalo convention, will probably be distributed to all members next week.

The Fifth Avenue Book Company, No. 225 Fifth avenue, New York, has filed a petition in bankruptcy, with liabilities \$5,231 and assets \$5,197, consisting of stock, \$2,531; manuscripts and drawings, \$1,350, of which \$1,000 is the manuscript of "Character of Dickens," office equipment, \$250; catalogues and supplies, \$300; copyright, \$1; accounts, \$265, and unpaid subscription to capital stock, \$500. The company was incorporated on May 8, 1911, with capital stock \$100,000. Mervin J. Spaid is president and Joseph R. Shelton secretary.

George D. Barnard & Co., book and stationery dealers, of St. Louis, Mo., have filed suit in the Circuit Court at Clayton, that State, against the first City Council and other officials of the former City of Wellston, asking the court to compel the former officers individually to pay \$461.30, alleged to be a balance due on supplies sold the defunct municipality.

Henry J. Walsman, receiver of the de-

funct Batesville Novelty Company, of Lawrenceburg, Ind., has settled the indebtedness of the firm by paying the creditors 20½ cents on the dollar. Mr. Walsman has filed his final report as receiver.

Murray E. Long, of this place, has purchased the Central Book Store in Carlisle, Pa., and will take possession January first.

The annual banquet of the Stationers' Association of New York, will be held at the Plaza Hotel, Fifth avenue and 59th street, that city, on Saturday evening, February 3. Ladies are invited to attend.

The Bureau of Supplies and Accounts of the Navy Department, Washington, D. C., is calling for proposals until January 9, for the following supplies for the Brooklyn yard: 12 6-inch compasses; 60 12-inch compasses; 162 dozen carpenters' pencils, 9 inch cedar; 85 gross machinists' pencils; 84 boxwood rules, 16 fold, 8 feet ivory; 600 square jointed carpenters' rules and 24 steel rules.

"We pledge your Health, Happiness and Prosperity." This is the greeting sent out on an artistic folder last week by P. F. Volland & Co., of Chicago.

Elgin E. Cline, of Red Bank, N. J., has sold his stationery store to Walter B. Cherry, of Keyport, that State. Mr. Cherry's sister will manage the business.

A petition in bankruptcy has been filed against Ignazio Palombo, Bernardo Caputo, Salvatore Mauro and Dominick Accurso, doing business as the German-American Doll's Head Company, of No. 80 West Houston street, New York, by these creditors: Peter Cooper's Glue Factory, \$110; Isaac Feigel, \$259; and Paul Puttmann, \$145. It was alleged that on the night of October 30 all the stock and fixtures were removed and they have been since concealed from creditors.

It was decided this week by the Board of General Appraisers, sitting at New York,

that when ink is imported in bottles the latter are dutiable at separate rates from their contents. This issue is the first to arise under the tariff act of 1909. The ink was assessed at 25 per cent., while the bottles came in for a tax of 40 per cent. Robert B. Ways, the importer, contended that the bottles were entitled to enter at the same rate as their contents.

The book store and novelty business of W. S. Butler, on Broad street, Montgomery, Ala., has been closed as a result of involuntary bankruptcy proceedings. The petition was filed by three foreign creditors and the amount of the indebtedness of the firm is not known yet. In a telegram from Judge Harry Toulmin, of the United States Court at Mobile, S. A. Fowlkes was appointed as receiver.

Former Mayor Alexander Bennell and Frank S. Burnett have formed a partnership and will occupy the store in the Schmidt building, Morristown, N. J., about February 1, carrying a general line of stationery and similar goods.

An injunction granted the American Lead Pencil Company against Emil Schneegas, once in the service of that company, was sustained last week by Judge Newman, of the United States Court, sitting at Atlanta, Ga. Schneegas, the defendant, quit the service of the American Lead Pencil Company, which he had been serving for some time, and when he gave up his position he signed a contract not to enter the services of a rival concern for a period of three years and not to betray any of its secrets. Schneegas excepted to the ruling of Special Master Frank E. Callaway, but the special master's findings were made good by Judge Newman's order.

An important deal in the printing and stationery trades has just been consummated in Birmingham, Ala., wherein the stockholders of Roberts & Son, one of the oldest and largest printing, lithographing,

LOYALTY—RELIABILITY—EFFICIENCY

The year is about to close. We have had a big year. Our good customers have stood by us as usual, proving to our entire satisfaction that our efforts at square dealing have been appreciated, and we have made an extraordinarily large number of new customers as well.

We look ahead with pleasure towards the coming year. We know by precedent that every customer enrolled on our books during the past year will be a permanent customer and henceforth a dealer in Hurd's Fine Stationery.

We have constantly kept before us the fact that there were certain returns which our customers should rightly expect of us, namely, Loyalty of the house—Reliability of its products—Efficiency of its service.

Send for samples of our new birth announcements.
They are very dainty and refined.

HURD'S
FINE STATIONERY

GEORGE B. HURD & CO.

Fine Paper Makers

425 and 427 Broome Street, New York, U. S. A.

**WE MAKE THE
BEST THAT CAN BE
MADE AND SELL
TO DEALERS ONLY**

binding and stationery establishments in the South, having been established as a firm in 1872 and later incorporated under the name of Roberts & Son, have acquired all of the capital stock of the Roberts Printing Company, of which Charles Roberts has been, from the organization of it until the present purchase, president and general manager. It is the intention of the stockholders to continue in business, both as the Roberts Printing Company and as Roberts & Son, serving all customers of each concern the same as before. All accounts due by either company will be promptly paid upon receipt of sworn statement or duly attested bills and all orders are solicited just the same as formerly.

Lansing G. Wetmore, of Scranton, Wetmore & Co., leading stationers of Rochester, New York, has remembered his friends this year with Christmas greetings in the shape of an attractive folder, the cover of which is embossed in several colors. On the inside the following wording appears:

Thoughts and Wishes kind,
In Sweet Remembrance twined.

With bright and happy Christmas greetings and all good wishes from Lansing G. Wetmore.

The J. W. Pratt Co., No. 52 Duane street, New York City, on Wednesday of this week, was awarded contracts for supplying

all staple lines of stationery to the various municipal departments in Greater New York. The company was the lowest bidder on more than two-thirds of the entire amount of supplies called for.

The traveling salesmen of the L. E. Waterman Company who came in off the road to lend a helping hand to the tired retail selling force last week included F. S. Davison, R. S. Eagles, T. C. Hanway, C. R. Ming, H. C. Ritch, G. O. Moore, S. J. Waddell and R. C. Wiggins. W. E. Smith, of the Chicago office, also paid a flying visit to the store, as did R. D. Hudson.

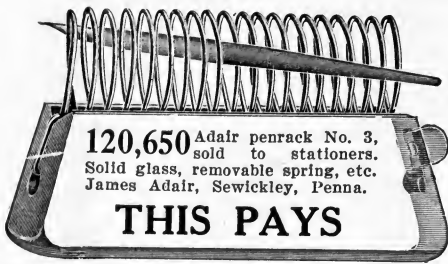
In its full-page advertisement which appeared in the December 9 issue of THE STATIONER, the Globe-Wernicke Company reproduced a telegraphic rush order from Shea, Smith & Co., of Chicago. As this method of ordering goods might have been misinterpreted as reflecting on the firm's enviable reputation for system, The Globe-Wernicke Company explains that it intended to convey a contrary impression, the fact being that the delay was due to the delinquency of the manufacturer. The company adds that "even as resourceful a concern as The Globe-Wernicke Company is sometimes unable to keep ahead of its orders when they come in at the rate of speed at which dealers are forwarding them right now."

Leubrie & Elkus in Fine New Quarters.

An event of interest to their multitude of friends and customers is the announcement of the removal of Messrs. Leubrie & Elkus (for eight years located at 18 East 14th street) to new and magnificent quarters in the beautiful "White House" building, 456-460 Fourth avenue, corner 31st street, New York City. The loft occupied is a large and commodious one, embracing 9,000 square feet of space, and the facilities furnished are in keeping with the splendid accommodations and conveniences in the way of everything conducive to the requirements of modern business. The magnificent manner in which the firm have arranged their new equipment must surely be seen to merit one's appreciation, and affords fitting testimony to the progress and prosperity of this well-known establishment.

To increase your hold on your trade, feature goods that are well advertised.

Do not take it too much to heart if you discover some unexpected flaw in your friend. The chances are that had you lived with Marcus Aurelius or Plato you would have discovered some dents in the general symmetry of character that tradition has given these men.



Acme Plate

Portable Blackboards

DEALERS:

Send today for our new 120 Page Catalogue "F G" a complete directory of Blackboards and School Supplies

Sample of our ACME PLATE free on request. Made in black and green.

Adopted by U.S. Government. 120,000 ft. recently shipped to Philippines.



The world's largest Manufacturers of Blackboards and School Supplies.

American Seating Company

218 S. Wabash Ave., Chicago

AT
The Head
OF ALL
GOOD CRAYONS
MADE BY
BINNEY & SMITH CO
81-3 FULTON STREET
NEW YORK

SAMPLES AND PRICES
ON APPLICATION

A RECORD BREAKER

Boston Stationers Report the Largest Holiday Trade in Their History—All Christmas Stocks Pretty Well Cleaned Up.

New England Office, THE AMERICAN STATIONER, 127 Federal St., Boston, December 26, 1911.

The holiday season of 1911 has passed into history as a record breaker. An inspection of the stores of the general merchants on Saturday afternoon gave the impression that a cyclone had swept through their stocks. Never in the history of the local trade has there been such a clean-up on general holiday lines. In fact in all of the announcements from the department stores and others appearing in the daily press, the statements were made that this year's Christmas trade was the largest ever.

HAD TO REORDER CHRISTMAS BOXES.

As early as a week ago Monday an interview with jobbers in jewelry boxes and small merchandise Christmas boxes elicited the fact that most of the department stores and many of the jewelry stores had run out of their supply of boxes and were reordering for the last week of the season, though they had purchased as extensively of this commodity as they did a year ago. In keeping with the general run of trade the local stationers enjoyed a most prosperous holi-

day period, and today, when they come to take count of their stock, they will find that their opinions of the past week are fully confirmed, that this year was the best ever.

Charles Wadham, representing Z. & W. M. Crane, of Dalton, Mass., was seen playing the part of Santa Claus on Saturday, and the recipients of his gifts were many and well pleased.

Joseph E. Colton, of the Eaton, Crane & Pike Co., remembered a number of his friends in the trade here by sending them Christmas and New Year greetings.

Joseph F. Lowe, of the firm of Hill, Smith & Co., has become a member of the National Stationers and Manufacturing Association, his application having been accepted last week.

The first announcement of the first seeker for New Year's business among the local stationers was received today from A. C. Ripplier, representing Henry Bainbridge & Co., who expects to be here from January 2 to January 6.

Samuel Haynes, representing Taylor-Atkins Co., of Brunside, Conn., spent a little time the latter part of last week visiting the local dealers both in quest of business and to pass the greetings of the holiday.

W. J. Chaplin, Boston manager for L. E. Waterman Co., will leave the early part of next week for a three weeks' trip among the trade of Baltimore, Philadelphia and Washington.

While F. L. Coogin, representing the National Blank Book Co., was here a short time last week, he will not make any business visits among the local trade until next week, when he starts his new year's campaign for "National" products.

R. Rubenstein, representing B. Illfelder Co., importers of toys, of New York, was the only representative registered here today.

ANNUAL BANQUET ON JANUARY 31.

The invitations will soon be sent out for the forthcoming annual meeting and banquet of the Boston Stationers' Association, which will be held at Hotel Somerset on Wednesday, January 31, 1912. It is understood that an attractive array of speakers will help to make the occasion a pleasant one, and judging by the interest now taken in the association and its affairs there is no doubt but an exceptionally large attendance will be present.

A. A. TANYANE.

Subscribe for THE STATIONER—It pays.

DESK PADS

When you buy them be sure you are getting the best. They are the most profitable. Buy of the man who makes a specialty of them—it's a guarantee for the quality—Prices no higher than the best materials and a good profit to the dealer require.

Send for catalog.

I. SMIGEL, Mfr. 166 WILLIAM STREET
NEW YORK

GREETINGS

We extend to all the trade our most earnest and hearty good wishes for a prosperous and happy New Year.

The loyal support of our various productions during the past year merits our keenest appreciation and thanks. We feel that the new lines in preparation will be profit winners to all who are interested. Our travellers will be ready to show these with the opening of the new year's business.

Eaton, Crane & Pike Company
PITTSFIELD, MASS.

New York Office, Brunswick Building, 225 Fifth Ave.



Novelties for the Trade

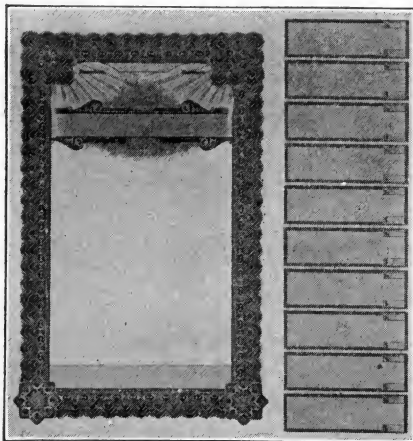
NEW COMMERCIAL SCALE

The New Commercial Scale, illustrated herewith, is one of the recent products



of the Pelouze Scale and Manufacturing Company, of Chicago. As can be seen by its construction, the scale has a new feature that will recommend it for use in offices where easy reading of the dial is absolutely necessary. By the slanting position of the dial the weights can be read without stooping, thus saving that extra effort and increasing the number of packages that can be weighed in a given time.

The new commercial scale is made of steel throughout, and is very serviceable. Its size over all is $5\frac{1}{2} \times 8\frac{1}{2} \times 8\frac{1}{2}$ inches. It is beautifully finished in gray or black enamel, and hand striped in colors. The scale indicates the exact cost of postage in cents up to four pounds on all mail matter; it also weighs express packages up to twelve pounds by half-ounce gradu-



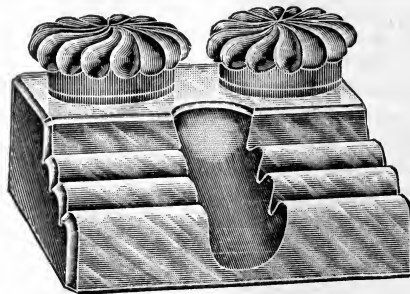
SAMPLE OF NEW BOND BLANKS—GOES LITHO. CO., CHICAGO, ILL.

ations. The Pelouze Scale and Manufacturing Company warrants its accuracy.

A NEW BOND BLANK

The Goes Lithographing Company, 61st and Clark streets, Chicago, producers of printers' helps, has just issued a new line of bond blanks, the illustration herewith showing one of the new designs. This new line of blanks consists of three designs, and each design is carried in stock in three colors, namely: Blue, green and orange. The blanks have unnumbered coupons so that they can be used for bond blanks requiring any number of coupons, the many advantages of which will readily be seen by bond printers, especially when figuring on issues requiring odd numbers of coupons.

On these new styles of blanks with 10, 20, 30 and 40 coupons, the coupons are furnished attached to body, although the 20 and 40 coupons bonds are made up so that the coupons can be cut from the body



NO. 375 PARAGON INKSTAND OF FRANK A. WEEKS MFG. CO., NEW YORK.

and bound over in book form. Where 60 or more coupons are required, the additional coupons are furnished 20 coupons on a sheet, and in using bonds with more than 40 coupons it is necessary to bind the same in book form style as they are not to be had with 60 or more coupons attached to body.

The Goes Company will forward upon request samples of this new line of blanks to the printer and stationer.

That the holiday business has kept up to the last minute this year has been the general report, the experience, by the way, not being confined to concerns in the larger cities. Proof of this fact comes from Bloomsburg, Pa., in a personal letter from the Paul E. Wirt Fountain Pen. Under date of the 23d the letter says: "Business kept right up to last night. Other years it pulled off from the 10th. Last year it ran to the 20th."

When you hear men "dedicating" their services to their country, it's a signal to get your hands on your pocketbooks. Real patriots never do such things.



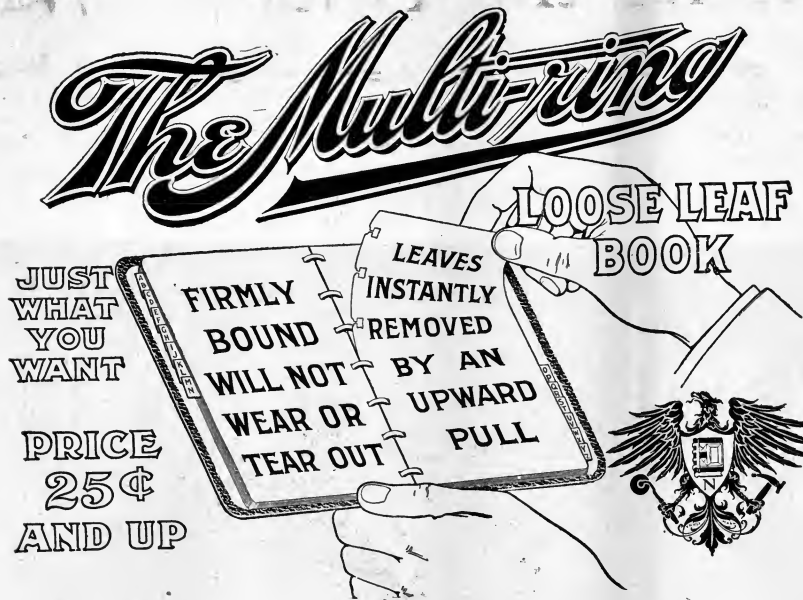
"REPEATS"

We do not go to the consumer direct so we have to rely on the goods themselves to bring the repeats. Every sheet of Carbon Paper that goes out of our factory is made with the idea that it shall be a silent salesman that those dealers who sell our Paper shall have their customers return for "exactly the same as last order." Every repeat order that leaves our factory is carefully tested to see that it is exactly like the original. Repeat orders are the cause of our being the largest manufacturers of Carbon Paper in the world.

Manifold Supplies Co.

A. L. FOSTER, Pres. O. G. DITMARS, Vice-Pres.

180 THIRD AVENUE
BROOKLYN N. Y. U. S. A.



HERE at last is a high-grade loose leaf memorandum book at a low price. The loose leaf idea has been steadily gaining ground, but the complicated binding mechanisms previously employed have made it necessary to charge over a dollar for a small size loose leaf note book. The National Blank Book Company's new Multi-ring books are now offered at popular prices.

In the National Multi-ring books, the binding rings are solid, and consequently cannot get out of order like the split rings which open and close. The paper for the Multi-ring books is punched with a square hole and projecting "ears." These "ears" snap under the flat rings and are held with great firmness. They may be instantly removed, however, by an upward pull, as shown in the illustration.

The National Multi-ring books are made in nine sizes and three styles of covers. They retail at from 25 cents up. Ask for samples and prices.

If it hasn't the Eagle, you
may know it isn't a National.

NATIONAL BLANK BOOK CO.

HOLYOKE, MASS.

HALF A CENTURY

(Continued from page 4.)

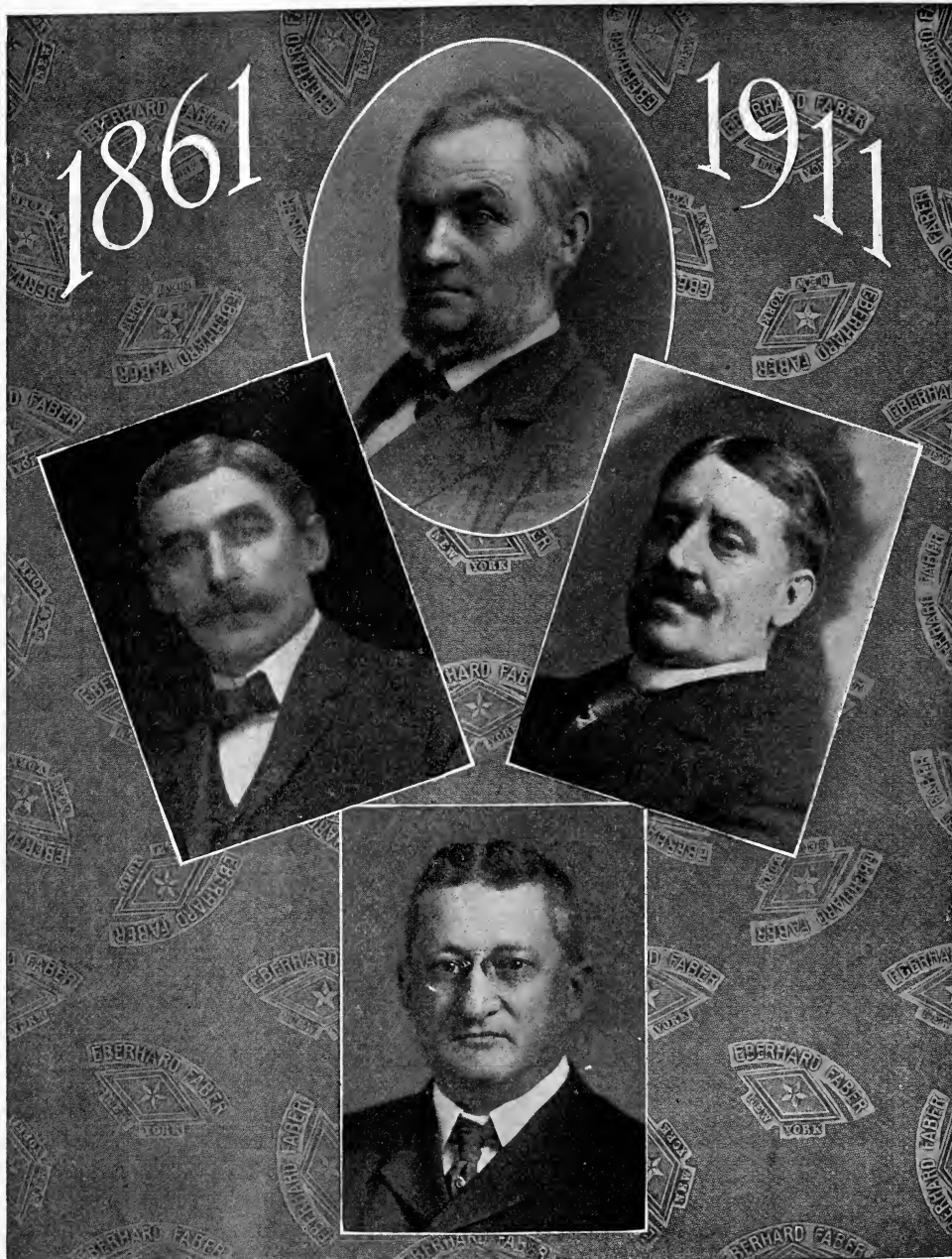
hands with an annual production of approximately 700,000 gross of pencils, to say nothing of thousands of gross of metal novelties, penholders, etc.

At the conclusion of Mr. Huber's resumé an original song entitled "I Want a Girl Just Like the Girl That Married Dear Old Dad" was rendered by C. A. Neu, who has a fine tenor voice.

When cigars had been passed the toastmaster called for order and addressing the guests spoke as follows:

"Gentlemen—Possibly during the evening one or two of us may have indulged our imaginations to the extent of giving a passing thought to the possibilities of the next semi-centennial. This is remote, I grant you, but I have thought of it nevertheless, and although mostly imaginary, the indulgence brings to my mind most forcibly one cold indisputable fact, and that is

appropriately applied. These souvenirs have been handed me for presentation to the individual members of the firm. As it is not my desire or intent to further abuse your indulgence in the matter of personal talk, I will present them collectively. Mr. Lothar W. Faber, Mr. Eberhard Faber and Mr. Edward E. Huber, that there may be more than a passing reminder of this exceptionally enjoyable evening, it is my happy privilege on behalf of the salesmen and heads of departments, to present to



COVER OF MENU SHOWING PHOTOGRAPHS OF EBERHARD FABER, THE FOUNDER; LOTHAR W. FABER, PRESIDENT; EBERHARD FABER, VICE-PRESIDENT AND TREASURER, AND EDWARD E. HUBER, SECRETARY.

Following the song C. C. Fleming read original verses (see page 22), inspired by himself, covering the early days of the firm, up to the present. Every one in the trade knows that he could get up good original circular matter, but as a poet even those who thought they knew him best were surprised at his success in his new role.

that when the day arrives, the majority of this bunch of pencil pushers will have passed in their checks for unknown transportation. It has impressed me that something of this nature must have been in the minds of the committee in charge when they selected three little souvenirs of a like design to which the word 'linked' can be

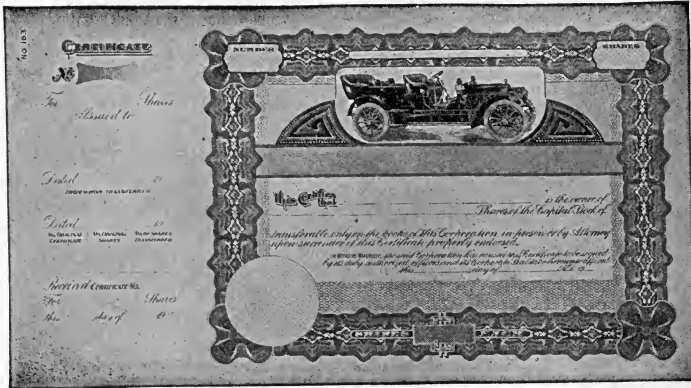
you these souvenirs emblematic of our personal esteem and affection, with the hope that when our work is finally accomplished for all time, these little buttons may prove the medium through which our loyalty to you may have been inseparably linked."

(Continued on page 18.)

Every Stationer and Printer should have them.

Established 1879
GOES
 CHICAGO.

Originators and Producers of The Blanks of Quality.



Reduced fac-simile of one of our 151 styles of Stock Certificates.

Lithographed Stock Certificates and Bond Blanks

The finest and most complete line on the market.

- 151 Styles of Stock Certificates, suitable for every industry and more to follow.
- 19 Styles of Bond Blanks for municipalities and corporations.
- 10 Styles Diploma Blanks for Colleges, High and Public Schools.
- 2 new Styles First Mortgage Real Estate Notes.

Let us figure on your next order for anything special in the line of Posters, Hangers, Show Cards, Labels, Color and Commercial Lithographing of any description.

We aim to serve the Stationer and Printer.
 Send for samples and prices.

1912 Calendar Pads, 72 styles and sizes.
 Original and artistic designs.

GOES LITHOGRAPHING CO. CHICAGO

WM. F. KROHMER, President

61st and Clark Sts. — WE LITHOGRAPH FOR THE TRADE — Address Dept. A. S.

MARGUERITE No. 130. MARGUERITE No. 130. MARGUERITE No. 130. MARGUERITE No. 130. MARGUERITE No. 130. MARGUERITE No. 130.



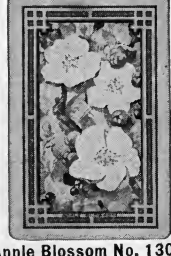
Clover Back No. 1301.



Rose Back No. 1302.



Thistle Back No. 1303.



Apple Blossom No. 1304.



Iris Back No. 1305.



Tulip Back No. 1306.

No. 130 MARGUERITE PLAYING CARDS

TWELVE Dainty
 FLORAL DESIGNS
 IN
 NATURAL COLORS

GOLD EDGES—WHIST SIZE

“LINOID” OR SMOOTH FINISH

THE MOST
 ATTRACTIVE LINE
 OFFERED

A. DOUGHERTY

WRITE FOR SAMPLES

139-141 FRANKLIN ST., NEW YORK CITY

MARGUERITE No. 130. MARGUERITE No. 130. MARGUERITE No. 130. MARGUERITE No. 130. MARGUERITE No. 130. MARGUERITE No. 130.



Cherries Back No. 1307.



Poppy Back No. 1308.



Hydrangea Back No. 1309.



Lilies of the Valley No. 1310.



Orchid Back No. 1311.



Golden Rod Back No. 1312.

HALF A CENTURY.

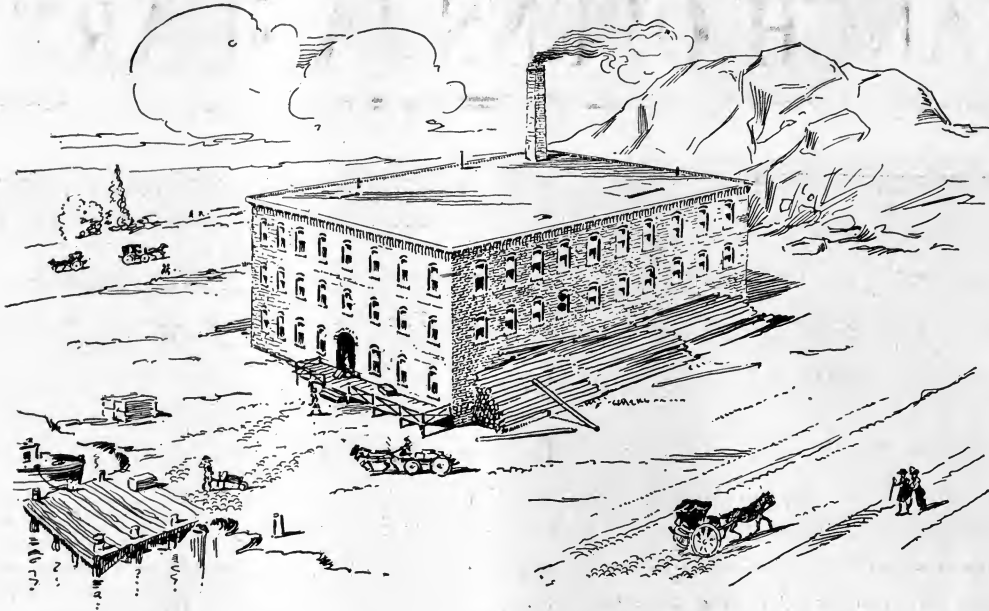
(Continued from page 16.)

At the conclusion he handed to each of them a pair of very handsome heavy gold cuff links, engraved on one side with the recipient's monogram and on the other, a monogram of the Eberhard Faber Pencil

brother's remarks with allusions to the general harmony that has prevailed throughout the working force. He also emphasized the fact that the standards of the business had always been and always would be maintained on a high level, and that irrespective of any conditions which might be encoun-

many cases long been forgotten. The speakers were all in a happy state of mind as reflected by their addresses, which were listened to with close attention by all.

There were other informal talks by W. Miller Jones, manager of the export department, A. W. Williams, manager of the



WOOD CUT REPRINT SHOWING FIRST FACTORY OF WHAT IS NOW THE EBERHARD FABER PENCIL COMPANY.

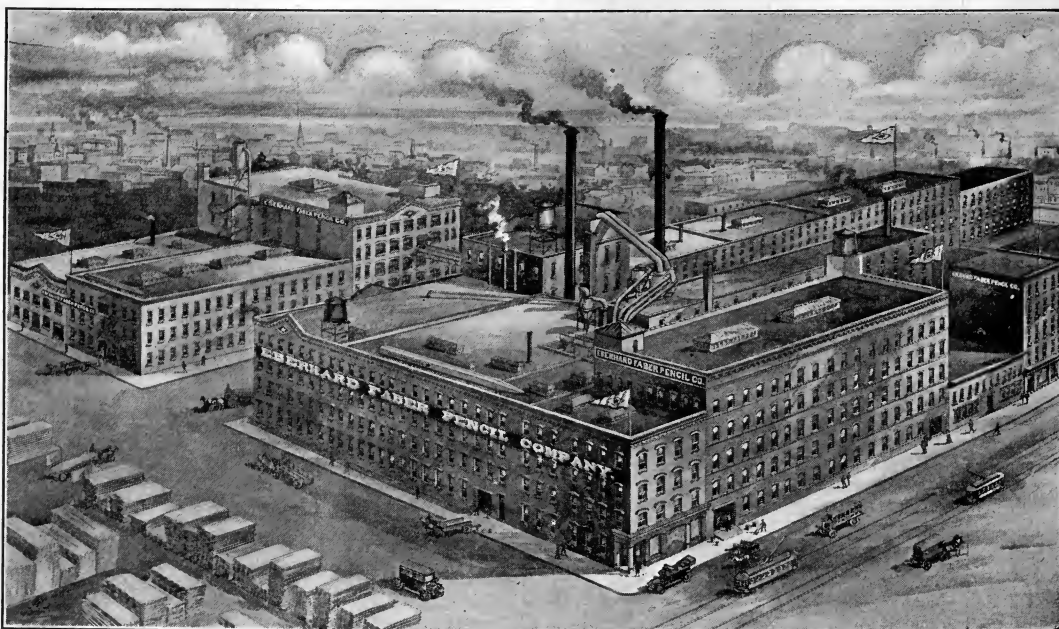
Company, with the significant dates "1861" and "1911." The presentation of these called forth interesting remarks from the guests. Lead by Mr. Lothar W. Faber, who feelingly acknowledged the honor, and who referred to the loyalty of the employees and to the fact that the long terms of service of many of them, was evidence

tered, absolute honesty of purpose would be the watchword in the dealings of the house in all matters.

Mr. Edward E. Huber made an interesting address, with reminiscences affecting everyone present. Mr. Huber, being the oldest in point of service, was able to recall some interesting episode in connection

Chicago office, E. L. Heischmann, superintendent of the rubber factory, and others. The balance of the evening was informally spent in a general good time, with bridge whist and other card games on the side.

In business, laziness is the direct cause of most failures. Many minor causes are



THE PRESENT FACTORY OF THE EBERHARD FABER PENCIL COMPANY, LOCATED AT GREENPOINT, L. I., N. Y.

of such loyalty. He also told of the long and honorable career of Mr. Huber, who has been connected with the business for thirty-six years, most of them as general manager of Eberhard Faber.

Mr. Eberhard Faber supplemented his

with everyone, including Messrs. Tyndale and Rennie, each of whom have been thirty-one years with the house, down to the newest arrival. Mr. Huber's retentive memory brought to the minds of the various ones present incidents which had in

all, more or less, outcroppings. Laziness is a commonplace word that has suffered much dissecting, but regardless of whether the causes given for failures are not quite so blunt as the word "laziness" would be, the effect is about the same thing.

C. S. & R. B. CO.'S NEW YORK BRANCH OPENS JANUARY 1st

We announce the opening, on January 1st, of our New York branch and stock room at 123 William Street, New York City. The location of this office, in the heart of the printing and stationery district, will enable us to make prompt delivery of rush orders to our many customers in Greater New York.

The New York branch will also be a supply depot for our stock goods for other points in the United States and Canada which can be more conveniently reached from New York than from Chicago. Combined freight shipments will be made up for Boston, Philadelphia, Baltimore, Washington, Buffalo, Toronto, Montreal and other cities at frequent intervals. Orders for special goods will leave New York for the factory daily by Twentieth Century limited, be made up under right of way order and shipped by fast freight to New York, where they will be distributed by express or freight as ordered. A complete line of metals, binders, sheets and indexes as shown in the catalog of the

The DeLuxe Line

will be carried in stock and, as these goods represent the cream of our product, we urgently recommend the De Luxe Line to you, thereby assuring you of prompt delivery from the New York branch of all stock orders.

SPECIAL SECTIONAL POST METALS

The New York branch will be equipped with machinery for making special Peerless Metals with rubber ends and will be in a position to make delivery of any size and gauge in these metals the day your order is received.

We take this means of thanking you for the splendid support given us in the past and sincerely hope the establishment of the New York branch will be a source of additional profit to you as well as a great convenience in getting De Luxe Goods more quickly.

C. S. & R. B. CO., Inc.

SACRAMENTO and CARROLL AVES.
CHICAGO, ILL.

THE AMERICAN STATIONER

ESTABLISHED 1874

DEVOTED TO THE INTERESTS OF THE

Stationery and Fancy Goods Trades

PUBLISHED EVERY SATURDAY

BY THE

LOCKWOOD TRADE JOURNAL COMPANY

150 Nassau Street, New York.

C. H. JONES, President. L. E. JONES, Secretary.
G. W. JONES, Treasurer.

Entered at New York Post Office as second class mail matter

TERMS OF SUBSCRIPTION

One Year.....\$2.00
Six Months..... 1.00
Three Months..... .50
Canada and Foreign Countries per year..... 3.60
Remittances may be made by draft, express or postal money order, or registered letter.

Telephone Cable Address
4603 Beekman Catchow, New York

Western Publication Office—431 South Dearborn Street, Chicago.

New England Office—127 Federal Street, Boston.

London Office—S. C. PHILLIPS & Co., 47 Cannon St.

THE AMERICAN STATIONER is the pioneer publication in its field and has long been the Recognized Organ of the Stationery and Fancy Goods Trades of the United States and Canada.

Its bona-fide circulation is more than twice as large as that of any other stationers' journal in the United States.

Geo. W. Green, of Newburgh, N. Y., in sending in his 38th annual subscription, writes: "I hope to have a chance to continue reading your valuable journal for a few years yet."

GOOD RESOLUTIONS

As this is the time of year when our personal habits and affairs come under review the question suggests itself as to the advisability of putting our business affairs under a strict examination with a view to their improvement during the year just beginning. No doubt such an examination, if conducted in the right spirit, would be productive of much good. By means of it one would at least find out what he ought to do and then it would be a case of will power like that in the reformation of our personal habits, to make our new programme effective.

For the stationer who is anxious to put his business on a better basis there are many possible reforms that he could, with profit, adopt. To put them all into operation at once is of course out of the question, still if a man digs into the matter deeply he will disclose a long list of things that he knows he should incorporate into his "Good Resolutions for 1912."

One of the first resolves of the New

Year should be to "Keep Posted"; that is to keep abreast of the times and this means a close reading each week of **THE AMERICAN STATIONER**. The advertisements should also be carefully gone over so that when you have a call for a certain article, not included in your stock, you won't have to write to the office of **THE STATIONER** to find out who makes it. This is a waste of time and also means a loss of money.

Another good thing to do is to get a report of the Buffalo Convention of the National Association of Stationers and Manufacturers which was held last October. The fall Convention Number of **THE STATIONER** gave most of the reports. These reports should be studied, pencil in hand, so that the sections that apply to your business can be noted as you go along. After these have been gone through with and extracts made the average stationer will conclude that he has enough material for his "Good Resolutions" and will look no further. As the convention proceedings epitomize the reform efforts of the association for a year practically all the mooted questions are contained therein. The question of membership in the National Association should also be considered.

Should the stationer who is bent on reforming happen to need any more suggestions that would help him become the "perfect merchant" he should read the files of **THE AMERICAN STATIONER** for the past year, noting therein all the good advice about cost finding, credits, store management, windows and the countless other contributions, all of which have some bearing on successful merchandising.

When all the above suggesting have been thoroughly digested and incorporated into the "Good Resolutions" referred to there still may be room for one last "resolve" which should read: "I will mind my own business." In view of the trade history of the year this is very important, for it means that you are going to follow your own code in the conduct of your business and not take all your cues from your competitor across the street. If he sells well advertised staple articles at cost just to attract attention that is no reason why you should be equally as foolish. And if you minded your own business strictly you would not know or care what your competitor was doing. But by wanting to imitate your neighbor you sell much goods at about cost and keep yourself in hot water with

the manufacturers of standard goods just because they won't sell you their goods at a figure that will allow you to retail them at your competitors' cut prices and still make a profit.

The above should be taken in the nature of suggestions for possible improvement. The list is of course very incomplete, still there are enough subjects indicated to form the basis of a number of "Good Resolutions," some of which, we hope, will be incorporated in those made by stationers for the New Year.

A PROSPEROUS NEW YEAR

Stationers, we believe, have much to be thankful for, the year just closing having been a fairly good one for them. As this can not be said of all lines of trade there is special reason for congratulation. But now that the record for 1911 is about made up stationers are virtually more concerned with the outlook for the New Year than they are with the old one and, in common with men in other lines of trade, they like to hear optimistic expressions in regard to the future. In these **THE AMERICAN STATIONER** heartily joins and it does so without reserve as it sincerely believes that 1912 will, for the trade, be a more prosperous year than 1911 has been. So in addition to wishing the trade A Prosperous New Year we feel that the wish will be fulfilled.

ROUNDABOUTS

BY THE TRADE LOUNGER.

"You'd scarcely think," says the advertising man of a large Chicago mail-order house, "that we get one of our most profitable bits of publicity from the carelessness of our customers. But we do. When a customer sends in his order and money, but neglects to sign his name or furnish other means of identifying who the sender is, we get in touch with the postmaster in the town from which the order was received. Giving either the amount enclosed or a partial abstract of the order, we request the postmaster to post the information where it may be seen by the customer. As we embody in this poster to the customer a boldface line stating that it is our policy to treat everybody as fairly as possible, and that we plan to file all orders as soon as received, we succeed in advertising two very advertisable points in a way that cannot be controverted."

When a duck lays an egg, she just waddles off as if nothing had happened. When a hen lays an egg, there's a hell of a noise. The hen advertises. Hence the demand for hens' eggs instead of ducks'.

EASTER CARDS

The Line of Raphael Tuck & Sons Co. Shows a Wide Variety of Subjects, All Very Beautiful in Execution.

A wealth of striking novelties awaits the trade in the new Easter line of the Raphael Tuck & Sons Co. The cards and other forms of announcements gotten out by that celebrated company this year are very beau-



tiful indeed and embody many new ideas that will appeal to those in search of something new as a reminder of the great religious festival.

One of the novelties in the new line are known as Easter Letters, which come in the shape of folders, leaflets and booklets the Tuck company is this year showing a very big variety, there being over a 1,000 num-



bers in the line. Some of these numbers are done on parchment and are worthy of special mention because of the beautiful coloring and fine execution. Crosses done in many different tapestry designs is one of the new features that is certain to be large sellers. These cards are perfect imitations of tapestry designs. In addition the company's success of last year with its airbrush and hand-painted effects on parch-

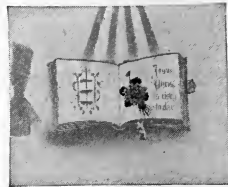
ment has been followed up to good advantage, the work being characterized by delicacy of touch. Post cards of all kinds and at all prices are a big popular feature of the new Easter line. These are sufficiently varied in design



and price to suit all classes of trade. These cards retail at from a penny up to five cents apiece. The line is really too

numerous to mention. Besides the regular packing of these cards the company also puts an assortment of 100 in a box which gives the smaller dealer a wide variety and makes a better display for him.

As the Tuck line is a very popular one stationers should get in touch with the company at once, thus making sure of having their orders filled on time. The com-



pany's address is No. 122 Fifth avenue, New York.



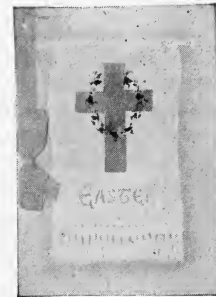
pany's address is No. 122 Fifth avenue, New York.



The Busy Man Is a Happy Man

The right-minded, normal man, is happy when he is busy. The busy man is a fortunate man. His worries are few, because he hasn't time to entertain them. His hours do not hang heavily upon his hands, and the days seem all too short to the busy man.

And it should be remembered that the



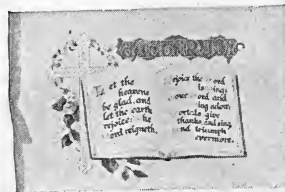
habit of keeping oneself busy is something that grows upon a man, so that it has passed into a proverb that, "If you want something done, ask a busy man to do it."

One busy man around a stationery store can accomplish more than a dozen drones, and at the same time the habit of keeping busy makes him so much more cheerful than the fellows who are seldom busy that



every one likes to be waited upon by the busy man.

Customers gravitate toward the busy man just as the flowers hold up their heads to the sunshine.



PERSONALS

Hamilton M. Kendrick, the young and genial Chicago representative of the American Lead Pencil Company, is now in New York, at the home office, 220 Fifth avenue, and at the same time renewing old acquaintance in the East, where he formerly traveled. He has his wife and his mascots, the "Venus" twins with him. Early next year he will call on his numerous friends in the West, where no doubt he will be received with open arms.

T. M. Hartyn, who for many years was connected with the Phil Hake Manufacturing Company, and during the last two years represented Berlin & Jones Envelope Company, in the Chicago territory, goes with the Chas. S. Clark Company, January 1, 1912. Mr. Hartyn will represent the interests of this firm in Chicago, Grand Rapids, Detroit, Cleveland, Pittsburgh, Buffalo, and in his old Eastern territory, where many of his friends in Washington, Baltimore, Philadelphia, etc., will again receive regular visits as made for many years when he was with his old New York firm. Mr. Hartyn makes this new connection under the most favorable circumstances and it is whispered that he will show on his initial trip a very large line-full of new ideas for the retail stationery trade.

Business Men Use Moore's Pen

The American Fountain Pen Company is pushing the Moore fountain pen vigorously by taking space in a long list of the general magazines. It is finding a ready market among business men.

For many years it seemed doubtful whether the fountain pen would ever be reliable and simple enough to take the place of the steel pen in the business world. Through the experimental stages, business

men showed a disposition to wait developments, and in the meantime to cling tenaciously to the inconvenient but trusty steel pen.

The Moore pen, however, recommends itself to the most conservative. Business men like it because they don't have to think about it. It simply can't leak on account of the cone in the cap which screws into the end of the barrel and makes it as tight as a screw top bottle. Another point that makes the Moore popular with men who have no time to spare is the fact that when not in use the point is submerged in ink so that it is always ready to write at the first stroke.

Magazines by Fast Freight

Postmaster General Hitchcock said on Tuesday of this week that the new system of carrying second class mail matter, other than weekly publications, by fast freight instead of fast mail, will be extended to all parts of the United States as soon as existing contracts expire. He expects that the change will be completed within three years and will save the Government about \$3,000,000 a year.

The States served by fast freight at present are Ohio, Indiana, Illinois, Michigan, Minnesota, Wisconsin, Iowa and Missouri. Mr. Hitchcock says that the saving since this "third contract section" was established this year has been \$1,400,000.

The Postmaster General's announcement was made in the answer which he and Postmaster Edward M. Morgan filed in the United States Circuit Court on Monday to the suit of the Review of Reviews Company for an injunction preventing alleged discrimination in transporting the Review of Reviews by fast freight.

HALF A CENTURY.

(Continued from page 18.)

THE TREE.

By C. C. FLEMING.

In the troublous days of '61,
This sturdy tree was planted;
'Twas nurtured with care by one long gone,
'Till a good, fair start was granted.

It rooted deep, it grew apace,
For eleven years succeeding
When in '72, fire destroyed all trace;
Fierce flames having found good feeding.

Out from its ashes it leaped again,
'Twas transplanted to old Greenpoint,
Where it flourished through sunshine and rain,
Waxing strong to fibre and joint.

The trunk grew big, the branches spread;
Young saplings sprouted from under.
'Till now when you look about your head,
You're quite in a forest, by thunder.

There's a lead plant here, a tube shrub there,

A box hedge thrives over yonder.
With leaves of ruby red grows the rubber tree fair,

Its fruit a source of endless pride and wonder.

Each year we see specimens fresh from the soil,

We see the old by pruning made new,
The Foresters' efforts, their labor, their toil,

Rewarded by increase; growing many from few.

May this husky big tree and the treelets
Grow on 'till when viewed from afar,
Greenpoint will be hid, with its streetlets,
In the Forest of Diamond Star.

You Cannot Ignore

the judgment of your customer. He knows his needs best. When you find users of

Mason Pens



endorsing them as follows: "We are using your No. 20 pens at present and find them to be the best we ever had." Frostburg Brewing Co., Frostburg, Md. Don't you think, Mr. Stationer, you could build up a substantial trade with such a line? Write us for samples and discounts.

W. L. MASON CO., Keene, N. H.

If it's Anything in the Line of Paper for Stationer or Printer

WE HAVE IT

CARTER, RICE & CO., Corporation
BOSTON, MASS.



The Famous
MAGNET AND COLUMBIAN
Blotting Papers

Ask your Stationer

The Eaton Dikeman Co. Lee, Mass.

The Miehle
The Miehle
The Miehle
The Miehle

High-Speed, Four-Roller, Front Delivery, Table Distribution Book and Job Press. Made in eleven sizes, from 26 x 36 to 48 x 65. Built to do the finest class of printing. Specially adapted for half-tone work both in black and in colors. It is the standard flat-bed press of the world to-day, as the producer of a greater quantity and finer class of work than any other press.

High-Speed, Two-Roller, Front Delivery, Table Distribution Book and Job Press. Made in six sizes, from 30 x 42 to 45 x 62. This press is designed for a little cheaper class of book and job work than our Four-Roller, differing only in the number of form rollers, having two instead of four; otherwise it is similar in all its other features, and is faster.

High-Speed, Two-Roller, Rear Delivery, "Rack and Pinion" Distribution Job and News Press. Made in five sizes, from 30 x 42 to 43 x 56. Its method of distribution is "rack and pinion cylindrical" instead of "table." The class of work to which it is more especially adapted is newspaper and poster work. Felt packing used. It is very fast.

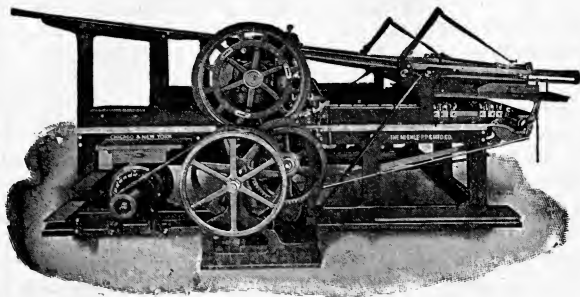
High-Speed Pony Press. Two-Roller, Rear or Front Delivery, "Rack and Pinion" or "Table" Distribution. Made in two sizes, 25 x 30 and 26 x 34. This press has a well-earned reputation for remarkable speed and the superior quality of work it does.

OUR SHEET DELIVERY, which delivers the sheet PRINTED SIDE UP OR DOWN, as may be desired, we put on all our presses, with the exception of the "Job and News" and the smaller sized "Pony." This adds but little to the cost of the press to the purchaser and is a great convenience.

FOR PRICES, TERMS AND OTHER PARTICULARS ADDRESS

MIEHLE PRINTING PRESS & MFG. COMPANY

CHICAGO, ILLINOIS, U. S. A.



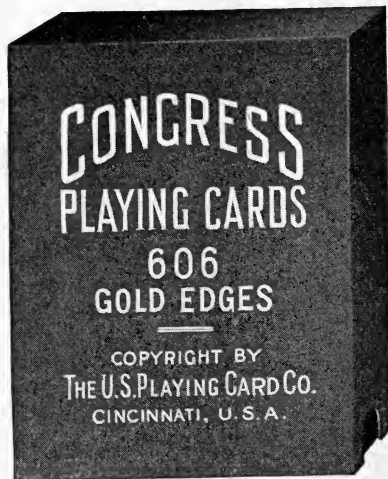
Main Office and Factory:
14th and Robey Sts.

South Side Office:
326 South Dearborn St.

New York Office: 38 Park Row
Boston Office: 164 Federal St.
Philadelphia Office: Commonwealth Bldg.
San Francisco Office: Williams Bldg.
Dallas, Texas, Office: Juanita Bldg.
Paris Office: "Societe Anonyme des Presses Typographiques Miehle, 7 Rue Laffitte, Paris, France."
Berlin Office: "Miehle-Druck-Pressen G. m. b. H." 16 Friederich-strasse, Berlin Germany.
"Herm Stoltz & Co., Avenida Central, Rio de Janeiro, Brazil."

606. CONGRESS PLAYING CARDS, GOLD EDGES.

Ivory or Air-Cushion Finish. Club Indexes—Ideal for Bridge.

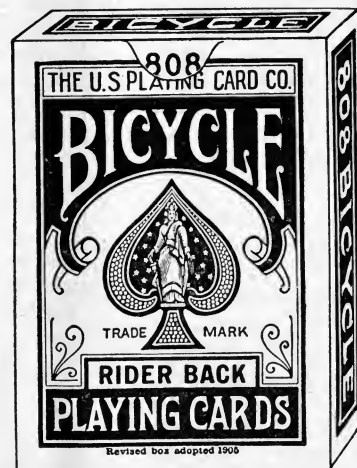


Look for the name "Congress" on every box.

Each season we issue twelve new original art designs, other favorites are revised, some backs dropped—CONGRESS designs are thus kept modern and salable.

808. BICYCLE PLAYING CARDS.

Ivory or Air-Cushion Finish.



Reduced size cut of Bicycle box.

Special skill and years of experience have developed their matchless playing qualities.

No strain on the eyes to see BICYCLE CLUB INDEXES.

75 CONGRESS designs, actual cards, are shown on a handsome folder—write us and we will send by return mail, FREE OF CHARGE. You can then make up your CONGRESS order—designs of your own selection.

THE UNITED STATES PLAYING CARD COMPANY, Cincinnati, Ohio.

DEATH AND LEGAL PAPERS

A Brief Review of the Effect of Death Where Notes, Checks, and Other Legal Instruments Are Involved.

By ELTON J. BUCKLEY.
(Copyright, 1911.)

The subject of what death does to legal papers and contracts is one discussed but seldom, yet it is of considerable importance, and may arise in the average business experience almost any day. In this article I propose to discuss the legal effect of the death of an assignor or assignee for the benefit of creditors; the death of the drawer of a check; the death of the maker of a note; the death of the holder of a note; the death of principal of a bond, or the surety, or the person to whom the bond is given; the death of the principal in an agency, that is, the man who has appointed an agent to represent him in any capacity, also the death of the agent; and the death of the grantor in a deed, that is, a person who conveys property.

AN ILLUSTRATIVE CASE.

Not long ago a Philadelphia jobber made an assignment for the benefit of his creditors. The assignee was his lawyer. All of the assignor's property was assigned to the assignee, who set about settling the estate. While in the midst of the work, he died, and the question arose who was to be his successor.

The executor of the lawyer's estate took the position that he should take over the jobber's effects just as he took over the lawyer's personal estate, but the court, which was appealed to to settle the matter, held that the executor of the assignee had nothing to do with it, and simply appointed a successor for the assignee, who took the jobber's property over and went on distributing it among the creditors.

The death of an assignor, after he has assigned his property for the benefit of creditors, has no legal effect upon the situation, however, as the property is already out of his hands.

WHEN DRAWER OF CHECK DIES.

When a man draws a check and gives it to the payee, but dies before it is presented to the bank for payment, the bank's duty to pay it, or to refuse to pay it, depends on how a check is regarded in the State in which it is drawn. The weight of authority undoubtedly is that the bank has no right to pay such a check, and if it does, that it must refund the money to the drawer's estate. In the States holding this view, however—and this includes nearly all—a bank which pays the check before learning of the drawer's death is protected.

Some few States, notably Missouri, look at the matter differently. They take the position that when A draws a check for \$100 to B, and gives it to B, he assigns \$100 to B at that time and the money, or the right to it, passes at that moment. There-

fore it makes no difference whether A subsequently dies or not—his act was complete and the bank must pay the check.

DEATH OF CO-MAKER OF A NOTE.

When two or more persons sign a promissory note, making it read "we promise," and one dies before it is paid, the holder must go after the survivor to collect his money. In several States, however, notably Indiana, Massachusetts, Pennsylvania and Texas, the estate of the dead co-maker can be held responsible for his share. This, indeed, is the only fair rule.

A note signed as above is a joint note. If the note is "joint and several," in which case each person who has signed it is liable for the full amount, it will probably read "we and each of us promise to pay," or "I promise," being then signed by a number of persons. In this case if one signer dies, the survivors are responsible just as if they had signed a personal note. But even in this case, the others, or the estate of the others, can be made to pay their share.

Where the maker of an ordinary individual promissory note dies before its maturity, and there is no State law on the subject, the holder should file it when due, as a claim against the maker's estate.

If no executor or administrator has been appointed, the holder of the note ought to go ahead and have one appointed. Or he could find out who the heirs are and sue them all jointly. The point is that a man who holds such a note must move in some way, or he may lose his claim.

WHEN A HOLDER OF A NOTE DIES.

Where the death is that of the *holder* of the note, the only legal effect is that it may excuse the sending of notice of protest as promptly as would otherwise have to be done. Readers of THE STATIONER are probably familiar with the universal rule that a note should be presented for payment on the day fixed, protested if not paid, and notice of protest sent to all parties. If this is not done, some of the parties, notably endorsers, will escape.

If the holder's death is sudden, more time will be allowed for sending the notice of protest; in fact a great deal more latitude will be allowed, for if the executor or administrator sends the notice within a reasonable time after his appointment, the parties will be held liable.

PRESENTATION WHEN DRAWER OR MAKER DIES.

As to whether it is legal to deliver a note or check after the maker or drawer has died, many cases have arisen. Generally speaking, delivery must be made by the maker or drawer, in his lifetime, or the paper is void. Not long ago a merchant in a large way of business died from heart failure at the instant he had completed the blotting of a check for \$1,500, which he had made out to give to a person with whom he had concluded a big purchase, and who was waiting in an ante room to receive it. The old man's secretary, thinking he

had the right to do so, picked the check up after the drawer's death and carried it to the payee in the other room.

The estate proved to be insolvent, and the executor, taking the position that the delivery of the check was invalid because made after death, sued the payee for the difference between \$1,500—the amount of the check and his claim—and \$900, the estate having paid 60 per cent. The court compelled the return of the \$600, and could almost always be depended upon to do so. The same rule covers the delivery of a note after the maker's death.

Nor can the maker of a note or the drawer of a check make out his paper and deliver it to an agent for delivery to the payee after death. For instance, if A makes a check to B, and delivers it to C with orders to give it to B when A is dead, the delivery will be bad, and B cannot legally collect. There is one exception—if C was B's agent, rather than A's, for then delivery to C was practically as final and irrevocable as delivery to B himself.

Where A and B go on a bond together, giving it to C, A being the principal and B the surety, and A dies, B's position will be unchanged as to everything happening before A's death.

But if the obligation was for a fixed term—as for six years—the term of a county officer for example—the surety is liable for defaults arising after the principal's death, if they are within the terms of the bond. But if the principal's liability ends with his death, the surety is also released at the same time.

EFFECT OF DEATH OF PARTNER ON FIRM'S SURETY.

A surety for a firm is not liable for acts done by a surviving partner after one partner has died.

The death of a person to whom a bond is given would end the whole thing and the surety would be released.

Where one appoints an agent for any purpose, which includes ordinary clerks or business employees, the principal's death revokes the agency, and the connection is over. The theory is that as the agent only acts in the name of the principal and does his will, his whole foundation is gone when the principal dies.

Therefore, acts done by an agent after his principal's death, bind nobody but himself. There are some exceptions to this rule—cases where it would work a hardship to close the agency at the time. Where the rule is literally in force, however, the principal's death will avoid the agency even though it was not known, although persons dealing with the agent in good faith are usually protected. The death of an agent also revokes the agency.

Where a man makes a deed conveying real estate, and fully executes it, but dies before it is delivered to anybody with power to receive it, it has no legal effect whatever, and the property covered by it passes into the dead grantor's estate.



PEN CARBON BILL BOOKS

No Press No Water No Brush
Any Ink Any Pen Any Paper

Many of your customers would find

**THIS BILL BOOK A REAL TIME SAVER,
TROUBLE SAVER AND MONEY SAVER**

One writing for bill and copy in bound book a real record.
Write us today for price list and circular matter.

DITMARS-KENDIG CO.

278 Douglas Street. Brooklyn, N. Y.

EUREKA EYE SHIELD

SAVE YOUR
BREAD WINNERS

The Eureka
Eye Shade
protects the eye
on all sides. Made of Green Cel-
luloid, neatly bound. Costs 25c
each. Sold by all dealers. Manufac-
tured by Chicago Eye Shield
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Chicago, Ill.

*We are much
beholden
to You, Sirs,
For your many favors
encompassed in the
twelvemonth now draw-
ing to a close, both our
representatives
and ourselves thank
you very, very sincerely
and wish you every
measure of happiness
and prosperity for 1912*

*The Franklin Pen
Manufacturing Co.
Toledo*



OSBORN TABLETS

MANUFACTURERS OF ROYAL SCHOOL LINE

OUR 1912 LINE IS NOW READY.

We offer an extensive line of Tablets, Compositions, Note Books, Pads, Correspondence Paper and Pencil Tablets.

Our papers and covers are the most attractive ever shown the trade.

Independent of other factories we are offering Big Values and our enlarged factory facilities will enable us to render prompt service.

We invite you to investigate our line which our traveling representative will be glad to show you.

Address all inquiries and correspondence to factory.

OSBORN PAPER CO., Marion, Ind.

New York Office, W. V. Darling Co., 369 Broadway. Chicago Office, Theo. H. Newbauer, 1420 Republic Bldg.

EFFECTIVE WINDOW

Details and Care—Unity Desirable—Moving Displays—Effect of Color—Night Displays—Fruits of Good Dressing.

By H. M. CURRY.

(Paper Read Before the Kansas Pharmaceutical Association.)

Some wise comrade has said that "our windows are the index of our own business." That is a fact that too few people realize. Our windows are as surely an indication of what is inside as your clothes are an index of your character.

Clean, well-dressed windows give you at once a place in the eyes of a discriminating public as unmistakably as smart clothes or elegant store fixtures. Aside from this, the most important part of one's business, the profit side, cries loudly in favor of well-kept, daintily arranged and business-bringing display.

DETAILS OF A GOOD WINDOW.

In the arrangement of a store the display windows should have careful consideration. If they are not modern in design they should be made so. A good window should not be too high above the sidewalk, nor should the other extreme be tolerated. Twenty-four to thirty inches is a good height.

The woodwork or frame should be as light as sufficient strength will permit, and free from all wood trimmings that will harbor dirt—the plainer the better. Good natural-wood finish for the inside is best.

The floor should be good, preferably polished, or waxed, that it may be easily cleaned and kept so.

The next requisites are a few sensible pieces of window furniture, most of which may be home-made and of great service. When room will permit it is wise to maintain a small space where window-trimming material may be kept. This does away with much vexation and saves both time and money.

Nearly all trims are simply variations of geometric forms which can be made up of units that are interchangeable, and when once accumulated will serve for all time. This subject I will take up later in a series of demonstrations that have proved very useful. Nearly all window trimmers coincide in the main essentials of successful window trimming and display.

THE CARE OF THE WINDOW.

Windows should first of all be absolutely clean, and, by the way, a boy that can wash a window *clean* is one worth encouraging. If he gets into the corners, keep him. He's an exception and probably a jewel.

The next idea is a weekly change. Except on rare occasions a display should never remain in a window longer than a week.

Friday seems to me to be the day for window dressing. In nearly all towns Saturday is a busy day. More people are in town then than on any other day, and a clean new display appeals to country people as much as any other one thing.

Then, too, most towns have only weekly editions of newspapers. If your windows are in accord with your advertising they clinch the argument and help the advertisements to be truthful.

UNITY DESIRABLE.

There is little opposition to the idea that a window, to be successful, should feature but one line at a time. This may be accomplished in either one of two or three ways. Small quantities of goods, in a setting of well-arranged show-cards, with a harmonious color scheme, is one. Large quantities of any one thing in rows or uniform designs, oft repeated and systematically arranged, impress those who see the window with the idea that the goods are right, that the quantity and quality are both desirable and adequate, and that the store displaying the line is doing a good business in that particular article, making it necessary to buy largely.

A single article of merchandise, neatly displayed, often draws attention through sheer audacity. It's like a sharp "bang" as against a rumble of continuous noise which only annoys but does not interest.

MOVING DISPLAYS.

Motion displays are always good, and may be arranged with simple mechanical means. In towns where there is either electric current or water power the matter is easily solved. One can secure small moving mechanisms at reasonable prices that would soon pay for themselves.

I recently read of a man who built a long tank in his window in which he had placed seven mud turtles, on the backs of which he had painted the letters spelling his name. He offered a reward of \$25 to any one who would catch them so placed that the letters would spell his name correctly.

THE EFFECT OF COLOR.

Attractiveness may be obtained through artistic arrangement or massing of goods and by color schemes that act as foils for the goods.

Any strong color used exclusively and in quantity is bound to attract attention. It will be seen from a distance and, if striking enough, will often induce people to cross the street in order to satisfy the curiosity which it creates. The dainty arrangement of soft tints, in good harmony one with the other, is in better taste for all displays of toilet articles, perfumes and stationery displays.

Much assistance can be secured from manufacturers of good lines of either of these articles if they be courteously solicited and are assured that their aid will be mutually advantageous.

Fancy backgrounds are excellent adjuncts for some displays, but should be used cautiously and knowingly. Nothing could be more out of keeping than a poorly selected background that has no relation to the display.

Some of the artistic modern wall coverings offer splendid opportunities, however. With a little care they may be made into beautiful panels and backgrounds that add greatly to the effect of the show-window display.

The subject of lighting the window is of material importance. It is generally conceded that the best light is one which is at the top of the window, so concealed that it can not be seen from the street, and sheds light down upon the floor and into the window.

THE VALUE OF NIGHT DISPLAYS.

The value of night display is much underrated by many merchants. The best hours of the day are after dark. People who are on the streets at night have more time to inspect displays, are usually more inclined to notice them. A window attractively lighted has much the advantage of a daylight display for the simple reason that the lights are intense and concentrated on the display. Naturally people are led to look at it.

The subject of lighting should not end with the window, as a nice, well-lighted store is always attractive, and in an increased ratio a poorly lighted one is repellent.

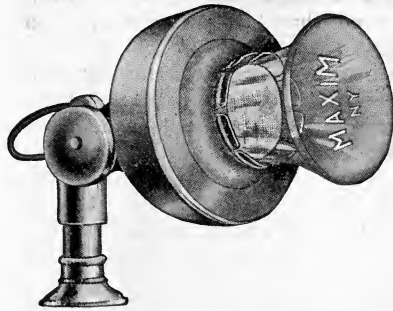
Do not let the work of decorating the window be every one's work. Everybody's business is nobody's business. Select the man who loves the work, then give him every encouragement in your power. If he does a good job let him know you appreciate it. Don't pinch him on expenses. You'll get it all back. Let him out occasionally that he may see what the other fellows are doing. It is good generalship to know what the enemy is up to. Make him realize the importance of his work, the necessity of doing it well, and that you are depending upon him to keep up the reputation of the store in that respect. You will be repaid a hundred-fold. You will have made a partner of him, unconsciously, and a loyal employee is certainly a valuable asset.

In window display timeliness is an important factor. The goods shown should always be those which are being used at the moment. It is folly to throw opportunity away in displays which have no connection with current needs or present desires.

In this connection I would call your attention to a "Calendar of Window Displays" which has been published frequently in the trade journals as being worthy of preservation. It need not be adopted absolutely, but should be studied and adapted to individual needs. If used as a basis for thought along this line it will be found extremely helpful.

(Continued on page 28.)

MAXIM Antiseptic Telephone Mouth Piece



MAXIM TELEPHONE MOUTH PIECES
MAXIM CHECK STUB HOLDERS
MAXIM MOISTENERS

Now Manufactured by
Frank A. Weeks Mfg. Co. 93 JOHN ST. N. Y.

Have You the Goods?

The Smart Kind of Tally and Place Cards (only) can satisfy the Discriminating Custom.

We are constantly creating New Ideas to conform with Old Ideals of Merited Supremacy. Our die stamped Holiday Post Cards and Birthdays, Easter Booklets, Dance Orders are Distinctly Different from the Conventional.

No catalogues. Samples on request.

LEUBRIE & ELKUS
18 East 14th Street
NEW YORK

TYPEWRITER CARBONS & RIBBONS

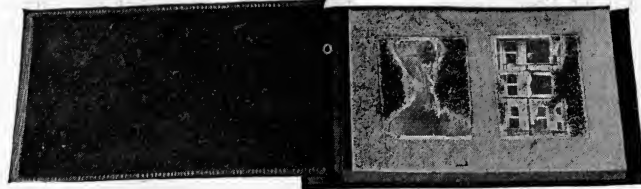


PERFECT SATISFACTION GUARANTEED

A trial order will explain why.
INTERNATIONAL CARBON PAPER CO.,
206 BROADWAY, N. Y.

AGENCIES: PHILA., KANSAS CITY, MO., LOS ANGELES, CAL., SEATTLE, WASH
INT. CARBON PAPER CO. 22 Caline St., CHICAGO

TATUM
LOOSE LEAF PHOTOGRAPH ALBUMS



ADJUSTABLE and EXPANSIVE EASY TO OPERATE
NO PROJECTING SCREWS CONVENIENT and DURABLE
When opened, lie perfectly flat

Style Queen—Full Black Seal-Grain Leather *Style Buckeye*—Full Black Walrus-Grain Keratol
Sheets Cloud Gray or Black

Ask for our complete Loose Leaf Catalogue No. 27-E

THE SAM'L C. TATUM CO.

MAIN OFFICE AND FACTORY
CINCINNATI, OHIO



NEW YORK OFFICE
180 FULTON STREET

MAKERS OF "THE LINE OF TRUE MERIT"



1825 THE BEST 1912
EIGHTY-SEVEN YEARS

ago Davids' Inks were noted for their excellence, but never were their good qualities more appreciated than RIGHT NOW. They have kept right in the procession of public demand for better quality, and today, as of old, they represent THE BEST MADE.

DAVIDS' SIGNATURE INK DE LUXE

Higher in price than most inks, but only because it's better.

THADDEUS DAVIDS CO., 95-7 Van Dam St., N.Y.

Inks, Mucilage, Paste, Sealing Wax, Etc.

OLDEST INK HOUSE IN THE COUNTRY.

A NEW STYLE LOCAL VIEW POST CARD

PANEL MONOTONE.

\$5.50 PER 1000

DISTINCTLY DIFFERENT from any other style Local View.

QUALITY the same as all our other high grade products. Every card we make is an advertisement for us.

FOR THIS REASON Kropp cards sell rapidly.

YOUR PROFITS ARE BIGGEST on Quick selling Goods. Therefore, try Kropp cards and make more money.



Made to order from good Photo, any Size.

SATISFACTION GUARANTEED.

QUICK DELIVERY.

FULL SAMPLE ASSORTMENT UPON REQUEST.

E. C. KROPP CO.

230 JEFFERSON ST.

MILWAUKEE

"THE OLD MAN IS EASY"

Just Because Their Employers Do Not Pay Much Attention to Them Some Men Think They Are Fooling Them.

Full many a time has this been said of the head of some business organization, "The Old Man Is Easy." Whereupon the speaker, says Sidney J. Rockwell in Playthings, invariably discourses at length as to how he is able "to put one over" on the head of the house that pays his salary.

The sort of man who makes statements of this kind usually has some very large ideas as to how the business should be run, but in his own capacity as lieutenant, he spends the greater part of his time in shirking his own part of the work, and in telling other people, "The Old Man Is Easy."

More often than not the shirking one imagines that the "old man" does not realize that he is being hoodwinked—this because the faithless one is not fired, not even reprimanded, and so the practice continues. The shirker, however, is generally spotted for his true worth and is down on the books for a permanent vacation ticket without any undue explanations as soon as a slack season arrives. He does not realize that it is the worthwhile man who receives the frank, candid criticism.

THE CHIEF'S CRITICISM A SIGN OF WORTH.

As one merchant expresses it: "I cut the specks out of the good potatoes—the bad ones I throw away." For this reason the retail salesman who is worth his salt knows that he has something worth while in him to merit the attention and the personal criticism of his chief.

So instead of sulking when he is criticised for the manner in which he conducted a sale, let him thank his lucky stars that his superior in business deems him worth improving.

Considering the other side of the issue, where the chief is actually ignorant of the fact that he is being humbugged, here again the misguided salesman does not realize the basic error of his conduct—for, candidly, whom does he injure the most? Assuredly he injures himself, first, last and all the time, for even though he may believe that he is selling his services to an unappreciative employer he should realize that business is a co-operative venture, the interests of all concerned are mutual, and that it is only logic and hard common sense that genuine merit and a strict attention to business be rewarded by advancement and that it be retained in the service of the house.

This, then, is the case of the retail salesman—let him make good with his present firm to the limit of his abilities, then, when he makes good in this measure, let him bring the fact before the head of his house and let him use all proper influence to make practical capital of his worthy efforts. After he has made good with the present house he has made of himself a man who can succeed under the banner of any progressive house should his own fail to appreciate actual worth. So it becomes a matter which is personal with the retail salesman. It is to his individual interest to make good for his firm in order that he shall make good for himself.

By all means let those carping criticisms of the chief executive be silenced. Mayhap the "old man" does not know that the man who criticises him is working mightily for the house. Prove it to him. Let him steel himself to this effort and he will become a man's man in the making of his sincere endeavor.

EFFECTIVE WINDOW

(Continued from page 26.)

There are some instances where there is good excuse for lending your windows to the exploitation of the merits of patent medicines, but, generally considered, I believe that every thinking man in the drug business can use his windows fifty-two weeks in the year to better advantage blowing his own horn. The greater number of these hand-me-down window displays are nine-tenths manufacturers' and the balance for you. "Jones pays the freight."

THE FRUITS OF GOOD DISPLAYS.

In conclusion let me urge the importance of window displays as a part of your advertising scheme. None of us can gainsay the fact that advertising pays, and pays big. Think of five or six largest concerns in the business world you know of and why you know them.

They advertise largely and all the time.

Marshall Field & Co. spend \$50,000 annually for window displays alone. John Wanamaker's first day's business brought him \$24.67. He kept the 67 cents for change and spent the \$24 for advertising, and he kept that system up. Did it pay?

It is useless to spend either time or money in advertising inferior goods. Be sure of your quality, ask an honest price, and there is no reason for being afraid to tell the people about it.

Tell them in the newspapers, and along with that medium of publicity "show 'em"—in a window that is clean, neatly trimmed and bearing a message of desirable merchandise for sale.

It is equivalent to the cheery smile that greets you as you enter a store where all is bright and orderly. It is as truly a sign of cordial welcome as is a hearty handshake.

Be loyal to every interest of your employers; treat as a trust every bit of inside information which you are made familiar with.

WANTS AND FOR SALE.

Minimum rate for advertisements of this class, first insertion, one dollar.

Situations Wanted, \$1.00 for 25 words or less one time, and 50 cents for each subsequent and consecutive insertion of same ad. Over 25 words, 4 cents a word for each insertion, and 2 cents a word for each subsequent insertion of same ad.

Help and Miscellaneous Wants, \$1.00 for 25 words or less, each and every insertion; over 25 words, 4 cents a word each and every insertion.

RUBBER STAMP and supplies catalogue free, and printed pencil samples, 10c. W. M. Stewart, Marshall, Mich.

FOR SALE—Complete plant for the manufacture of round and square corner die cut cards. For particulars, address C. B., care American Stationer.

NEW BANK ITEM.—Sells \$20 to \$2,000 and up. Good proposition for salesmen having established routes. Give territory, line and references. The Merrill Co., Eugene, Oregon.

ENGRAVER on steel and copper can buy and earn an interest or ownership in a well known plant established 10 years, doing all kinds of engraving, plate printing and embossing in an Eastern city of 400,000 population; good opening for the right party. Address Engraver, care American Stationer.


Thompson Smith Co.
 263 Fifth Avenue
 Cor. 29th Street
 NEW YORK

Dainty and Different
Greeting Cards
 in envelopes
For All Seasons

Samples sent on request

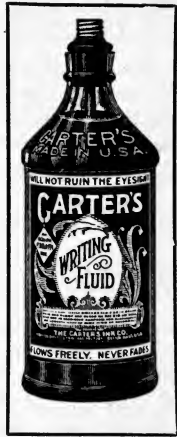
Valentine Cards }
 Hurds Royal Red Stock } **\$3.00**
 St. Patrick Cards } per 100
 Hurds Royal Green Stock }

The kind we have made so popular



ERASERS
 The Weber Noiseless and Dustless,
 Solid Felt Erasers,
 The Original Andrews Dustless.
Blackboards, Slated Cloth
GLOBES
 Alpha Crayon, Other School Specialties

WEBER COSTELLO CO.
 Chicago Heights, Ill.
 Successors to School Supply Dept. of A. H. Andrews & Co.,
 Chicago, Manufacturers for the Trade only.



Ink-Counter Profits

Ink counter profits are assured when you display a line of

Carter's Inks

and

Adhesives

Sterling goods backed by world-wide reputation covering more than 50 years insure a constant demand which mean ink profits.

Feature Carter's



MANN'S COPYING BOOKS AND PAPER

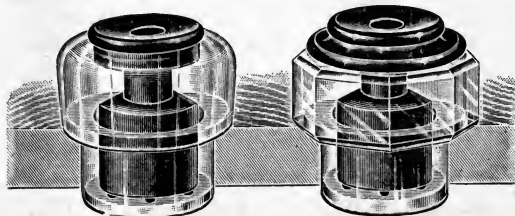
Established Lines to Meet Every Requirement
Exclusive Agencies Will Be Established

WILLIAM MANN COMPANY, Manufacturers
PHILADELPHIA

NEW STYLES

Sengbusch Inkstands

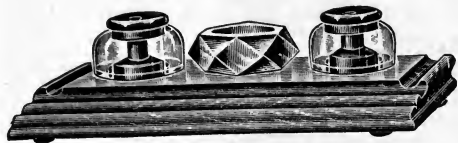
To set into desk or base.
Low and attractive outfit.



No. 6—2¾ in.
Price \$1.50

No. 7—3 in. Cut Glass
Price \$2.00

FAST SELLERS



No. 151—Oak, for Single Desk, \$5.50

Illustrating all styles, as well as a complete line of bases for both single and double desks, in oak and finest mahogany.

DON'T FAIL TO PUT IN A COMPLETE ASSORTMENT AT ONCE
IT MEANS BUSINESS FOR YOU

Sengbusch Self-Closing Inkstand Co.

Stroh Building

Milwaukee, Wis.

ACCEPTABLE GIFTS

DAYLOGUES
Are Perpetual



"A diary that
is good for all years"

MADE ONLY BY
KIGGINS & TOOKER CO.
35-37 PARK PLACE, N. Y.

BRIGHTEN UP Your Stationery in the
OFFICE, BANK,
SCHOOL or HOME by using
WASHBURN'S PATENT
PAPER FASTENERS.



75,000,000

SOLD the past YEAR
should convince YOU of
their SUPERIORITY.

Trade O. K. Mark

Made of brass, 3 sizes. In brass boxes of 100.
Handsome, Compact, Strong, No Slipping, NEVER!

All stationers. Send 10c for sample box of 50,
assorted sizes. Illustrated booklet free.
The O. K. Mfg. Co., Syracuse, N. Y.



NO 1B

S. E. & M. Vernon Burned Out

Fed by an immense quantity of inflammable material and hampered by the absence of water, one of the hottest fires seen in Greater New York in many months destroyed the entire plant of the S. E. & M. Vernon Company, manufacturers of blank books at 130 North Eleventh street, Greenpoint, Brooklyn, last Friday night, causing a loss estimated at about a \$1,000,000.

Despite the efforts of the firemen to obtain a supply of water, the pressure was so poor that it looked as though the entire Greenpoint section of Brooklyn would catch fire. Both firemen and policemen were ordered to the roofs of hundreds of houses with buckets of water to put out the burning paper and falling sparks, which filled the air.

It is estimated that the factories alone were worth more than \$1,000,000, not counting the damage done to the roofs of many neighboring houses, and the heavy supply of stock and machinery of the Vernon company.

The company is filling, as far as possible, all orders from stock in their New York office at 65 Duane street. In the course of a week or so they may have some further announcement to make to the trade, as to future plans.

Fountain Pen Jottings

"A standard fountain pen as a gift is always correct. If you will stop to think over the matter," said a prominent stationer this week, "you will conclude that there are, as a matter of fact, but very few articles of commerce, and fewer still in a stationer's stock, which possess the requisite qualities to serve universally as a gift. How often one hears, 'I want an inexpensive present for a gentleman,' or it may be for a boy or girl at school or in business, or a lady, or an elderly lady or gentleman, or a friend abroad—something easy to send—or a 'doctor, lawyer, merchant, chief.' Now, take any one of these from gentleman to chief, and I ask you to tell me why a fountain pen would not be very likely indeed to prove welcome, practical and appropriate. A business man, even supposing he is surrounded with typists, should sign letters, cheques and orders with a pen, whilst politeness prescribes that private letters must be autographed throughout.

"A lady has considerable social correspondence, house accounts perhaps, or philanthropic interests which will make a pen acceptable. Elderly people especially delight in a fountain pen. I have myself found that they look upon them as great comforts. They are amused by them and enjoy whiling away the time by writing letters, making notes, etc. For young people pens are true helps in studies or work, and professional men and women rely a great deal on their pens.

"So I think it easy to argue that the fountain pen will always be acceptable—

now argue it from the donor's point of view. The price is a popular one—\$2.50 and upwards. The article is neat, attractive, practical and lasting. It has a reputation for value and merit, yet it is in no wise pretentious, but always in good taste. Because it is useful to so many classes it is an article one can purchase for several and so ease the difficulties of gift buying. An objection may be raised that 'My friend has a pen already.' He will then the more certainly welcome a second, for a change is often pleasant. Why, just suppose a man had only one pipe."

New Hardtmuth Jobbing Price Lists

Following out their usual policy of assisting the dealer in the stocking and selling of their well-known makes of pencils (the "Koh-i-noor" pencils and "Mephisto" copying pencils), the firm of L. & C. Hardtmuth, with American offices at 34 East 23d street, New York City, has issued new jobbing price lists effective during 1912, which are being sent to the trade. It will be noted that while the prices remain the same as at present, the quantity scale governing the price has been reduced, in other words under the new arrangement the retailer is not obliged to order in as large quantities as heretofore to secure the benefit of the quantity price. The change is a desirable one in many ways, and it is hoped that by it the retailer will be enabled to more easily replenish his stock and at the same time keep on hand at all times a complete assortment of all degrees.

Users of De Luxe Watermarks Protected

So many of the trade have written Southworth Company to learn if the dealer who first secures an order for its De Luxe watermark will be protected for future—repeat orders, that the company desires to give the utmost publicity to its invariable policy to give such protection.

For the seventy years of its existence (it would be more truthful to say, during the nearly 50 years in which Mr. H. W. Southworth has been at the helm) it has never allowed any "pirating" on trade which has been secured by a stationer.

Sometimes dealers have added ridicule to tempting orders to induce a violating of this rule. But the company has always held inflexibly to what it regards is not a favor to the first purchaser but simply a right.

Now that the orders for the De Luxe are 20 per cent. larger for each month than for the previous month, it finds it necessary to repeat—for the benefit of its new patrons—this inviolable principle.

The growth of demand for De Luxe watermark is no happy chance. The success is the result of laborious care with every design. Genius has been described as "infinite capacity to take pains;" and

only studious care overcomes the difficulties and produces the nice adjustments which have made De Luxe watermark such a steadily growing success.

American Lead Pencil Co. Moves

The American Lead Pencil Company, maker of the famous "Venus" and other brands of pencils, has moved its offices and salesrooms to 220 Fifth avenue, New York City, where it occupies the entire third floor of the Croisic building, at the corner of 26th street, and also looking out on Broadway.

The new location might well be said as being in the centre of the business section, as it is easily reached by subway, elevated and surface cars, all being within a few blocks of it. It is likewise convenient to many of the hotels, a fact that will be appreciated by the out-of-town trade when they visit New York City.

The change is quite in keeping with the progressive policy of the house itself, and one that will be appreciated more and more as time goes on. It likewise commemorates the 50th year the company has been in business. The company is to be congratulated on securing such suitable quarters for its new home, and will welcome at any and all times a visit from the trade, to whom a cordial invitation is extended.

The new telephone number is 9300 Madison Square.

Building Up the Mailing List

For years a merchant in a Western town had endeavored to keep track of the new customers who entered his store. To do this necessitated his inquiring the name and address of each stranger who made a purchase.

Sometimes this information was cheerfully given, but often the question elicited a grouchy reply.

The dealer appreciated that, by means of circulars, letters, etc., he could often renew the interest of the erstwhile customer in his store and, perhaps, get a chance to supply his further requirements. Never would he be favored, however, if the customer was offended by a request for his name and address, apparently simply to satisfy the vulgar curiosity of the clerk.

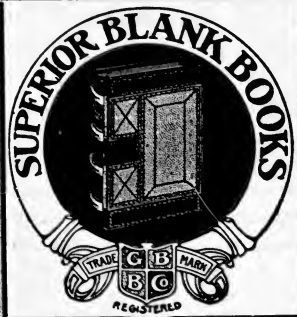
To obviate the danger of being misunderstood this merchant cautioned his clerks to first tell the customer what the information was wanted for—that often the firm sent out advertising literature calling attention to special bargains and seasonable goods, such matter going to a selected list of names and proving of mutual benefit.

When approached in this manner, it was found that customers readily gave the information desired, enabling the dealer to add many good prospects to his mailing list.

The standard of pencil excellence
A. W. FABER  **"CASTELL"** 

The most perfect writing and drawing equipment it is possible to produce.

Oldest and Largest Lead Pencil Factory—Established 1761
A. W. FABER, Newark, N. J.



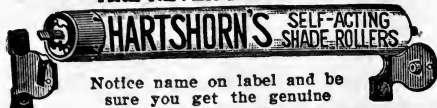
"SUPERIOR" BLANK BOOKS

There's as much difference in blank books as there is in any other line entering into a stationer's stock. Why should you pay more if you can secure **BETTER VALUE** from a line that is second to none in quality? That's our proposition. Don't sell your customer anything you have, but a blank book that is returnable if not as represented—the "SUPERIOR" kind.

COMPLETE STOCK OF ALL RULINGS AND THICKNESSES ALWAYS ON HAND. A trial order will be convincing.

GRESHAM BLANK BOOK COMPANY, 316 HUDSON STREET, New York

HARTSHORN SHADE ROLLERS
 ARE NEVER DEAD STOCK



Notice name on label and be sure you get the genuine

STEWART HARTSHORN CO.

Office and Main Factory. E. Newark, N. J.

"Kosmos Rubber Bands"
THE Pure Fine Para Band

Acknowledged to be the best on the market.
 Packed very attractively. Guaranteed for five years.
 Our prices will interest you.

KABUS RUBBER COMPANY

44-60 East 23d Street

NEW YORK

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IT'S THE "WEARING QUALITY" SERVICE

That Makes Our Playing Cards Most Popular



The American Playing Card Co.'s products have the proper slip, perfect finish and elasticity, that makes dealing satisfactory and the evening a pleasure.

We manufacture all grades—from a cheap Steamboat to a fine illuminated back card in four and five colors. Have a large and varied assortment of designs to select from.

Closely associated with one of the largest and best known paper mills in the country, our special stock is grade for grade unequalled by any other manufacturer. Samples and prices on application.

THE AMERICAN PLAYING CARD CO., Kalamazoo, Mich., U. S. A.

HAD A GOOD TRADE

Chicago Stationers Are Well Pleased with the Business Done Last Week—All Taking Inventory—The Outlook.

Western Office, THE AMERICAN STATIONER, 431 So. Dearborn St., CHICAGO, Dec. 27, 1911. Christmas has passed into history again, and the stationers here are busy taking inventory prior to the usual January 1 rush. This will be a busy week on account of getting things in trim for the next year's business and to be able to determine just how much they have made in the passing year. The holiday trade was very good. This is applicable to the stores that catered to that class of trade more particularly, as there was little to expect from other lines at this season.

MAKING INROADS IN THE STATIONERS' FIELD.

There is one thing that calls for more consideration, and the opening of the new year always brings it out in a special way—the inroads that are being made on the stationery stores by the department stores and, we might add, the other stores too, that are now carrying more and more of the specials that come under that head. This has been noted in a special way from the fact that the big department stores here are giving this feature more and more consideration. One finds the windows full of office suggestions in such stores, and the departments devoted to this line are bristling with a full line of stationery that proves how much the subject is looked into by them.

PRICES ASKED BY THE DEPARTMENT STORES.

Can they or do they sell cheaper than the legitimate stores, and is there any special attraction for the buyer? This question was discussed with a stationery dealer here and he was of the opinion that the prices were no cheaper at these stores than was asked by the regular dealers. Sometimes they would advertise a special as a drawing card, but it would often happen that when you called for the advertised article they were out of it. Or it may be that they had something just a little better at a trifle higher price. The idea was to get the people in the store, and then hope to sell them something.

To offset this trade, in a special manner at this time when there is a nice demand for new supplies, the regular dealers should make it a feature to attract the trade. Many of them are not in a position to advertise very extensively in the daily papers, but they can at least make attractive window displays and send out announcements, and appeal to the trade in a number of ways to get people interested. Particular significance should be devoted to this, because there is much in getting the trade started right at the beginning of the new year and in this way keep them the rest of the twelve months.

It might be well to give credit where such was advisable. A man having an account at a store will give it the preference. Be careful about credits, however, and keep before you the idea that a man's good intentions are not sufficient to meet his obligations. Still there are several ways of doing the right thing, and there is ample reason why the stationery men should get more and a larger share of the trade now.

EVEN BETTER BUSINESS LOOKED FOR IN 1912.

There is little to be heard these days with reference to news. The after Christmas feeling is noticeable and the avenues of news are deserted. The outlook now is for a better business in the new year, and while this is likely, there is no feeling that the year will offer any special features. If business is reasonably active there is not likely to be heard any complaints, and the trade will be satisfied.

All of the visitors have taken to other climes and the hegira is quite noticeable. There will be a rush soon this way and the dealers will then have all they can do to keep tab on the traveling salesmen. In the meantime they are ascertaining their wants, and getting in trim for the usual round up.

THE BANQUET TO BE A BIG AFFAIR.

The annual banquet is one of the interesting items now, and any dealer who absents himself from this festal occasion will be considered an outcast. This is to be an occasion long to be remembered in the history of this organization, and it should be said that there never had been a more notable gathering of the trades than on the 13th, even though this might be considered an unlucky day in the month.

The L. E. Waterman Co. offered this year a large and elaborate display of fountain pens. Perhaps one of the most interesting features in this connection was the windows. One of these gave a most graphic illustration of Santa Claus emerging from the chimney of a house. Perhaps the significant feature in the idea was to demonstrate to the public wherein the fountain pen was an aid to the old gentleman. It was in writing down the names of the deserving ones in his book to be remembered on the big day. His memory is bad, you know, and there must be some rapid means of noting the fortunate children of men.

Mr. Sawtelle, of P. F. Pettibone & Co., reported that they were now engaged in taking inventory and in preparing for the New Year's trade. The past year was about on a par with the year previous, and the outlook was fair for a nice trade. There seemed to be nothing of special interest and the usual wind up for the year was now demanding most of their time.

The report at the office of Stevens, Maloney & Co., was of a satisfactory nature. The holiday trade has been very

favorable with them, and while they do not carry an extensive line of features for this class of trade, they reach a number of buyers. The outlook for the coming year is fair. One does not like to make predictions, and for this reason there is little to be noted that savors of prophecy.

Shea, Smith & Co. are now giving the greater portion of their attention to stock taking, and this is of sufficient magnitude to keep the force at work. Mr. Gibbs said that aside from that matter there was nothing to say as to the situation.

At the large establishment of Stromberg, Allen & Co., Mr. Stromberg was pleased with the trade as it had been noted in the past, and looked for at least a nice demand now that the annual office needs would be in evidence. This was the dull week, however, and there was little to offer in the way of news. WEBB.

OBITUARY

ANTON WEIDMANN.

Anton Weidmann, who for sixty years has been a resident of New York, is dead at his home, 641 Crotona Park North, that city. He was born in Germany seventy-four years ago, was a member of the Arion and the New York Turn Verein and was a well-known manufacturer of toys. His place of business was for many years at the corner of Grand and Essex streets. During the last five years he was blind. A widow and a son and daughter survive him.

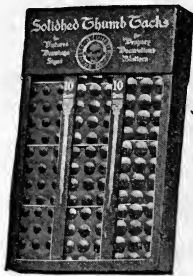
GEORGE C. EYRICH.

George C. Eyrich, one of the pioneer merchants of Jackson, Miss., and for nearly fifty years one of the foremost citizens of the community, died at the family residence on High street, that city, on December 15. He was in his 77th year.

Mr. Eyrich was a German by birth, born at Elberfeld, Prussia, on April 27, 1835. When a mere lad, barely thirteen years of age, he decided to come to America to seek fame and fortune. He located in New Orleans, and was getting well established in business in that city when civil war was declared. He joined the Confederate army in Memphis, and was serving as a lieutenant of artillery when captured at the famous Fort Pillow engagement on Island No. 10. Owing to physical disabilities, he was not able to serve until the close of that conflict.

In 1865 Mr. Eyrich was united in marriage at Memphis to Miss Virginia Powell Fraim, and a few months later they came to Jackson where, early in 1866, Mr. Eyrich established the book and stationary business which has since become the best known establishment of its kind in the State, having continuously existed for forty-five years.

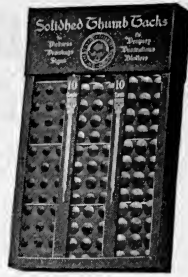
Success fails as often as it succeeds. We must all recognize that Good is always relative.



It's the Solidhed Display That Sells Tacks



HAWKES-JACKSON COMPANY, Makers, 38 Murray St., NEW YORK



ESTERBROOK'S STEEL PENS



Standard everywhere for nearly fifty years.

150 varieties in fine, medium and broad points.

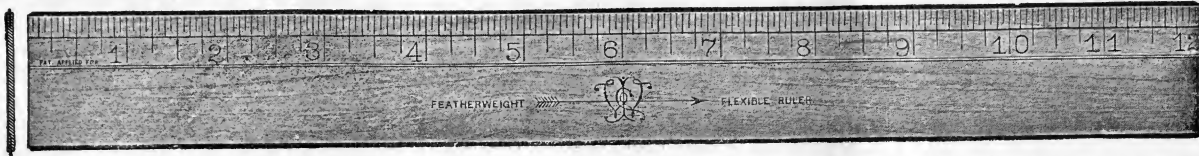
SAMPLES AND PRICES TO THE TRADE ON APPLICATION.

WORKS, CAMDEN, N. J.

THE ESTERBROOK STEEL PEN MFG. CO.

95 John Street, New York

THE FEATHERWEIGHT FLEXIBLE RULERS

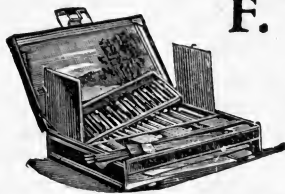


Entirely New—Flexible Ruler, Check Cutter, Book Mark and Leaf Cutter. Made of carefully selected Hard Maple and White and Black "Flexite," a material more flexible than rubber. The Wholesale Trade handling these goods will be supplied with special imprint circulars descriptive of same.

WE SELL TO THE JOBBER ONLY. WRITE FOR CIRCULAR AND PRICES.

WESTCOTT-JEWELL COMPANY, Ruler Makers, SENECA FALLS, N. Y.

OUR LINE OF SCHOOL AND OFFICE RULERS IS COMPLETE. HAVE YOU OUR ILLUSTRATED CATALOGUE? IT IS TO BE HAD FOR THE ASKING. W. S. TUTTLE, GEN'L SALESMAN.



F. WEBER & CO. 1125 Chestnut St., Philadelphia, Pa.

ARTISTS' MATERIALS and DRAUGHTSMEN'S SUPPLIES

'Fabriano' Drawing and Water Color Papers. Superior to any other hand-made papers on the market.
'Fabriano' Charcoal Papers made in twelve tints. Write for sample books.

Largest assortment of Mathematical Instruments for schools and colleges, comprising all qualities from the cheapest grade to the finest Riefler and Richter brands.

SCHOOL WATER COLORS

General Catalogue of Artists' Materials, Vol. 325, Mailed on Request

"INDEPENDENT"

Unequalled for general writing, ruling and manifolding.



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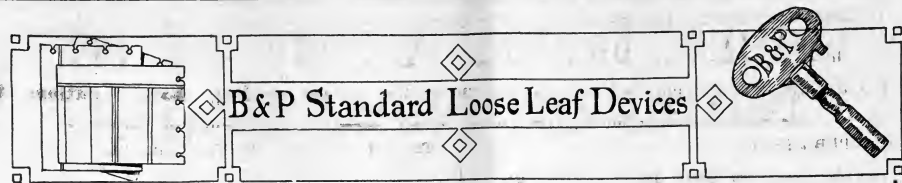
Are you fully insured? If not, the day is likely to come when you will wish you were. Years ago a friend of mine, says a writer in the Merchants' Journal, who was a fire insurance adjuster of many years' experience, advised me to always carry a fire insurance close up to the full value of my stock, and I have followed his suggestion. Though I have never had a fire loss I have had so many customers who have burned out with heavy loss on account of insufficient insurance that I have never regretted the money which I have spent in insurance premiums.

The higher the rate the more necessity there is for insurance. The rate is based on the risk, and if the insurance companies cannot afford to take the risk without double or treble the ordinary rates the merchant certainly cannot afford to do it either.

Be careful to have your policies read alike and state clearly the goods and fixtures covered, otherwise, in case of a loss, you are likely to have trouble with the adjuster. See to it, also, that you have permits for your gasoline, oils, etc., and see that your lighting system conforms to the requirements of the policy.

Read the fine print carefully. It is remarkable how few people who take out a policy know what is in the fine print. There are vast numbers of policies carried which would be worthless in case of loss if the companies cared to contest them. One experienced insurance man told me once that he believed fully one-fourth of the policies in effect were so written that the insurance could not be collected on them if the companies carrying the insurance chose to fight rather than pay. Fortunately the great majority of companies are not inclined to take advantage of technical flaws and want to do the fair thing, but it is far better to have your policies right than to take any chances of trouble. A good rule for amount is to carry up to three-fourths of the average value of the stock, and put on additional short-time insurance to cover the additional risk at the beginning of the season when your stock is heaviest.

Rent or money investment represents every foot of your store space. Use it. Goods should be piled around the posts. Display should be made in ugly corners, and where the aisles are wide enough staple things should be shown up. A store should be one big lot of suggestions. Such an arrangement is refreshing. It's inviting, and above all it pays. Don't let your store grow dull. And don't forget that it means every day work to keep up this live, magnetic effect.



"My Kind of a Loose Leaf Line!"

—Says a leading dealer—"Just the combination of devices to give the buyer ample selection, without making the dealer carry an unreasonably large stock."

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Notes on New Books

Popular Books of the Week

The New York Public Library, circulation department, reports books most in demand, excluding fiction, for the week ending December 28, as follows: Bennett's "Human Machine," Hichens's "Spell of Egypt," Fisk's "Eternal Feminine," Schreiner's "Woman and Labor," Maeterlinck's "Plays," Hutchinson's "Exercise and Health," Williams's "United States Navy."

"Recollections Grave and Gay"

Another volume of memoirs reaching back for half a century, this time by Mrs. Burton Harrison ("Recollections Grave and Gay," Scribner's, \$2.50), makes an edition of value and interest to our permanent body of letters. It is a matter for general congratulation that these books of retrospection by people who were actors or interested spectators in virile times are increasing in number, though more slowly than could be wished.

Of all the forms of literary effort there are few that possess such perennial interest and charm, and there is none that is of equal value in the interpretation of the life of other days. Mrs. Harrison's vivacious pages give a picture of life in the South before and during the Civil War that makes them a worthy companion piece for Mrs. Roger A. Pryor's notable volume of reminiscences. The two books chronicle entirely different kinds of experience, and, together, they give an invaluable record of spirit and feeling and of certain phases of life in the South during those terrible four years. They ought to be complemented by similar accounts of daily life north of Mason and Dixon's line during the war. Both sides are needed to round out the story for future generations.

The early pages of Mrs. Harrison's book are filled with rapid, charming glimpses of a happy, fortunate childhood. But when the war trumpets blew they opened for Constance Cary, as they did for many another, the door from childhood into a life of activity.

The book is one of the most interesting "personal recollection" productions of the year.

Why's Why in Nature

Why is a whale's mouth the biggest in nature yet his throat so tiny? Why has a rabbit long ears? Why have some animals front nostrils and others side nostrils? Why has a cow a divided hoot and a horse a solid hoof? These "whys"

and a thousand others, more or less, are answered by Harry Chase Brearley in his book "Animal Secrets Told" (F. A. Stokes Co., \$1.50), a book that is just brimming over with information about our animal cousins and ourselves.

The trouble with people is that they look, but do not see, says Mr. Brearley, who quotes, in his preface, a scene from "Sherlock Holmes" to show how much may be inferred from things that to a superficial observer carry no message. The author frankly states that he has made no attempt at scientific arrangement of his subject. The animal world is arranged according to characteristics rather than to species, the eleven chapters being devoted respectively to "eyes, noses, ears, mouths, tongues, teeth, bills, feet, tails, coverings, and protection." One learns that animals with eyes in front, generally speaking, are the animals that hunt others, their eyes being so placed the better to see their prey, while "side-eyed" animals are the hunted, their eyes being fixed so they may see danger's approach. The cat family, the dogs, the bears, hunters all, are "front-eyed," while the deer, cattle, squirrels, rabbits, among other hunted beasts, are "side-eyed."

The Cost of Selling

Every article handled in the store should bear its part of the cost of selling, says Playthings. The thing is to find out from the actual figures just what percentage it costs to run your business, and when you mark a new article add enough percentage to cover its selling cost and leave a profit. If your cost of selling is too high to permit a percentage of this kind, it is evident that your cost of doing business is too high and needs your attention very badly. You cannot sell goods below the cost of doing business and succeed. Neither can you sell goods at a higher price than your competitors. Success depends altogether on reducing the cost of selling to the lowest point.

In order to do this you must know the cost of selling. You must know the total of each item which goes to make up this cost of selling. After you have found this out, do not make the mistake of adding the percentage of doing business to the cost of your article. Suppose it costs you one-fourth of your sales this year to do business. You buy an article for \$200 and add 30 per cent. to the cost to pay the cost of doing business, which is 25 per cent., and 5 per cent. for your

profit. You sell the article for \$260. What is your profit? It costs one-fourth of your sales to sell goods. One-fourth of \$260 is \$65. Add this to the cost of the article, and you will find that you have lost \$5 instead of making 5 per cent. If your cost of selling is 25 per cent., it is necessary to add 33 1-3 per cent. to the net cost of an article to pay the cost of selling. Gross sales are used to figure the cost of selling, and the selling price should be used to compute the percentage of profit.

There are two ways of reducing the cost of selling. One is to cut out some of the expense and the other is to increase sales. If any retail merchant has not been keeping strict account of his profits and losses, he should begin with the new year and know just what he is doing. It will take him a year to find out what it costs him to sell goods; then, from that time on he can have his finger on the very pulse of his business and be assured that it is making money and not losing it.

American Women Fail

Clear thinking, a level head, understanding of the significance of modern social movements and facility of expression are qualities which make Mrs. Newell Dwight Hillis's collection of essays on "The American Woman and Her Home" (Revell, \$1) at once readable and worth reading. The essays, which have already had magazine publication, deal with the successes and the failures of American women, their education, the use of her time, and her school training which the girl graduate makes; the importance of the home, the home life of workingwomen, church work, and marital partnership, while one interesting chapter presents a great number and variety of quotations from travelers from many lands concerning the American woman, to show how she appears to foreign eyes.

Mrs. Hillis gives generous measure of praise for all the successes of many sorts that have been achieved by American women, but she thinks that their most glaring and most frequent failure, in all grades of life, is in that sphere which has always been woman's peculiar province, the work of the home maker. There are many causes, in her opinion, which co-operate toward this result, but chief of them is the fact that so few women make definite preparation for the work.

"In no form of business," she says, "does a young man expect to begin at the head of an establishment. . . . Yet a girl is expected to assume the charge of a most varied, a most complicated, most delicate line of business with little or no preparation, and is severely censured if she is not successful."

Life Made Richer

Most excellent advice does Walter A. Dyer give in "The Richer Life" (Doubleday, Page & Co., \$1), about making the most of our earthly years. The book consists of a series of articles, of which the first furnishes the title for the collection, that were published originally in The Craftsman. A similar idea appears more or less prominently in all of them, making a slender thread of connection upon which they are strung together, the idea that each individual soul, if it would make the most of itself and its possibilities during its life upon this earth, must cherish a vision of some sort and must never be content without it is doing something to attain that better thing of which it dreams. The articles are all written in the clearest and simplest style, with equally simple little anecdotes and stories to point their moral and whimsical little turns of humor here and there to adorn their tale.

"Aerial Navigation"

Among the many books on aviation which since the first successful flights in this country have been issued from the press, there have been hardly any that recognize that the conquest of the air has been the dream of thinkers and experimenters for centuries. Their authors have been so fully occupied with the marvelous achievements since the Wright brothers announced their discoveries, that they have not paused to consider the long line of their predecessors. Justice has, indeed, been done in measure to Lilienthal, Langley, Chanute, and a few others, whose work antedates the Wrights' by only a few years, but practically nothing has been written recently of the men who were prevented

from achieving flying years ago mainly by the lack of motors of sufficient strength and lightness.

So the work of Dr. Zahm ("Aerial Navigation," Appleton's), secretary of the Aero Club of Washington, fills a real void in modern aeronautical literature. He has begun with the first recorded attempts to fly, and has even gone back to the ancient fable of Daedalus and Icarus, as related by Ovid, and has traced there the development of the flying machine to its highest developments.

Turning, then, to aeroplanes, Dr. Zahm pays high tribute to the almost forgotten English inventors, Sir George Cayley, Henson and Stringfellow. He declares that as long ago as 1842 Henson devised a monoplane that, with the exception of the torsional wing-tips, hardly differs in principle from the successful machines of today. The advances necessary to successful flight depended, the author declares, mainly on wise proportioning and sufficient motive power, and it was principally through the lack of the latter that human flight had to wait another sixty-five years.

From the days of these pioneers a few bold thinkers were constantly at work on aeroplanes in nearly every civilized country of the world till at length at the end of the last century real progress was made by the experiments of Prof. S. P. Langley, of Washington. Dr. Zahm then begins to touch on more familiar ground, but his account of the triumphs of the Wrights and the doings of such men as Santos-Dumont, Curtiss, Farman, Blériot, Hamilton, and Grahame-White is particularly valuable, as it brings together in a historical narrative the sequence of the achievements of which we have all read in the newspapers day by day.

"The Story of the Aeroplane"

Of a very different type from this scholarly work is Grahame-White's "Story of the Aeroplane." (Small, Maynard & Co., Boston. \$2.) He has not gone further back than Lilienthal's experiments in 1871, and has discussed in detail the work of none of the pioneers before the Wrights. To them, of course, he has given the credit of being the fathers of modern flying, and he has acknowledged the permanent debt.

The real interest in Mr. Grahame-White's book lies in his description of the famous flights which marked the first great strides in modern aviation. His accounts of Blériot's conquest of the English Channel and of his own defeat by Paulhan in the London-Manchester flight are excellent reading.

But when Mr. Grahame-White goes on to discuss some of the problems connected with the future of aviation his book falls off. Of course, the death roll he gives of aviators has a melancholy interest, and his explanation of some of the fatal accidents is of importance to practical airmen, but his later chapters as a whole are marred by much repetition and stand in need of considerable compression. He is exceedingly optimistic as he discusses the safety of flying, the aeroplane in war, and the possibilities of aviation, but he would be more effective for a vigorous pruning. Nevertheless, far more ephemeral as is this book than that of Dr. Zahm, it bears a certain authority as the expression of the views of one of the leading aviators of the world, and in its earlier chapters it is a valuable contribution to the history of the beginnings of the present era of human flight.

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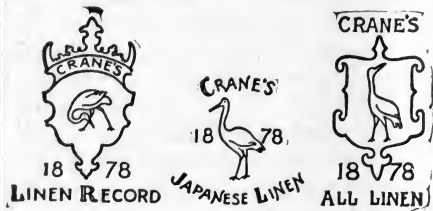


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Send twenty cents for a sample copy of the December number now, or two dollars for a year's subscription.

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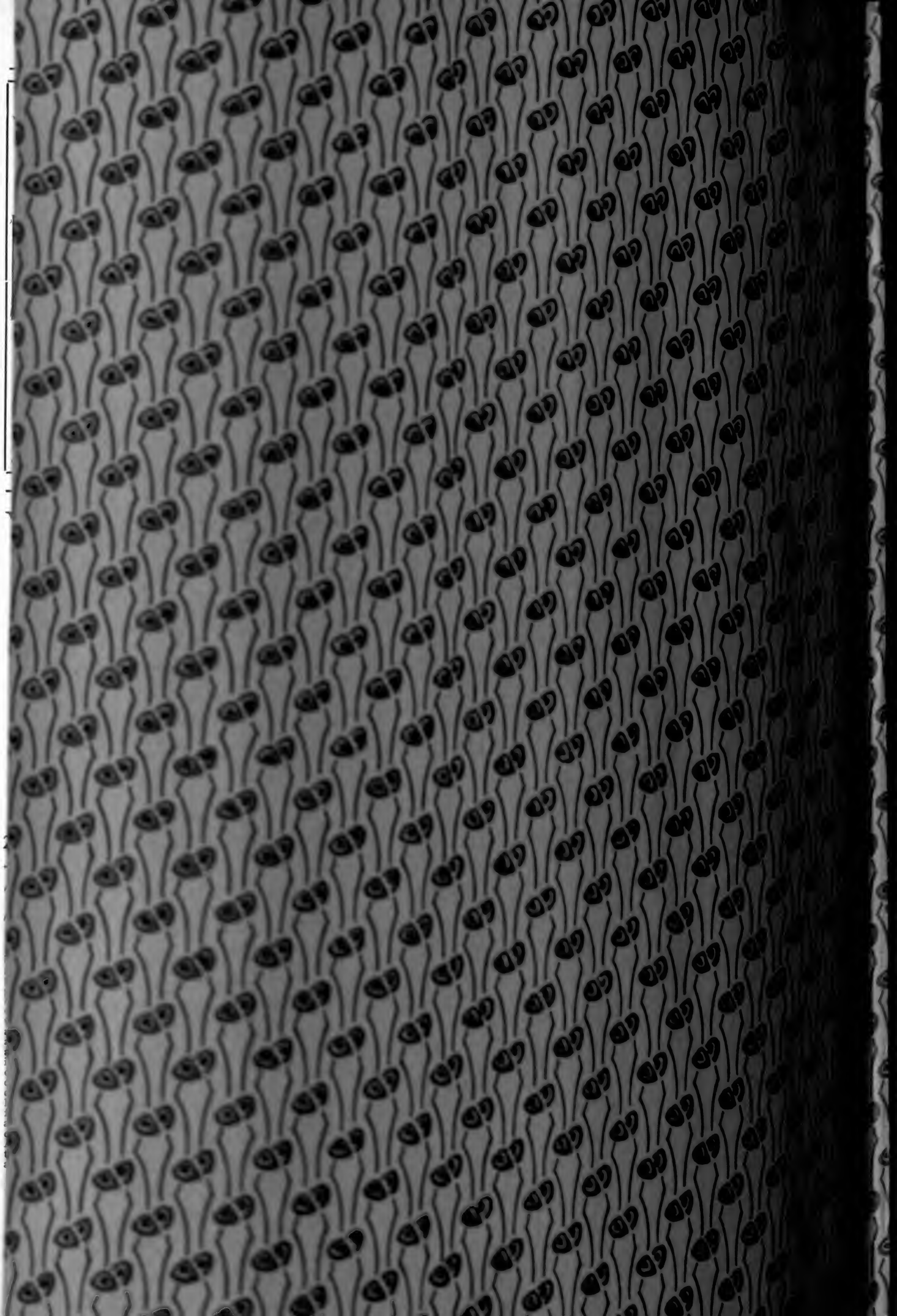
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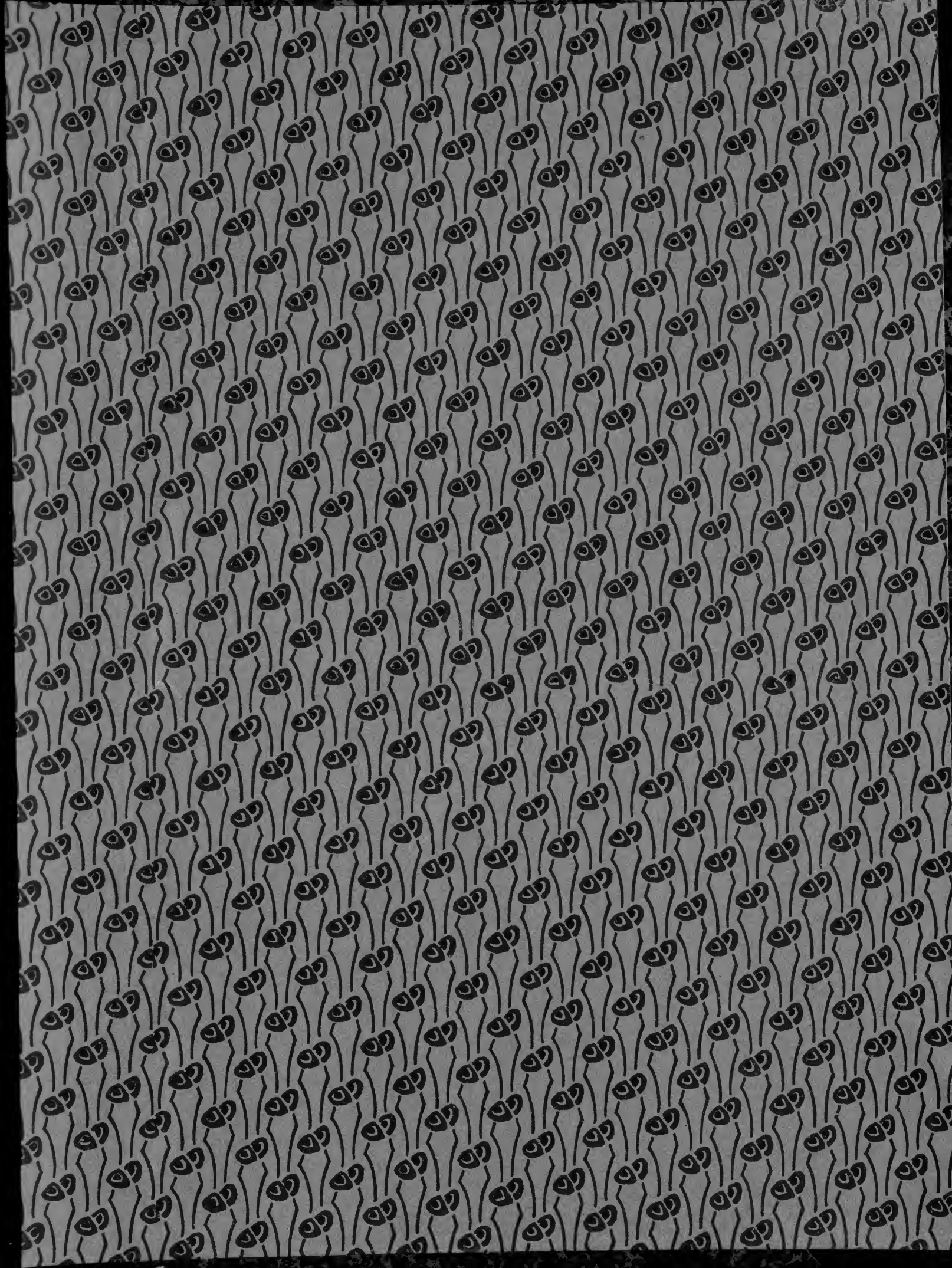
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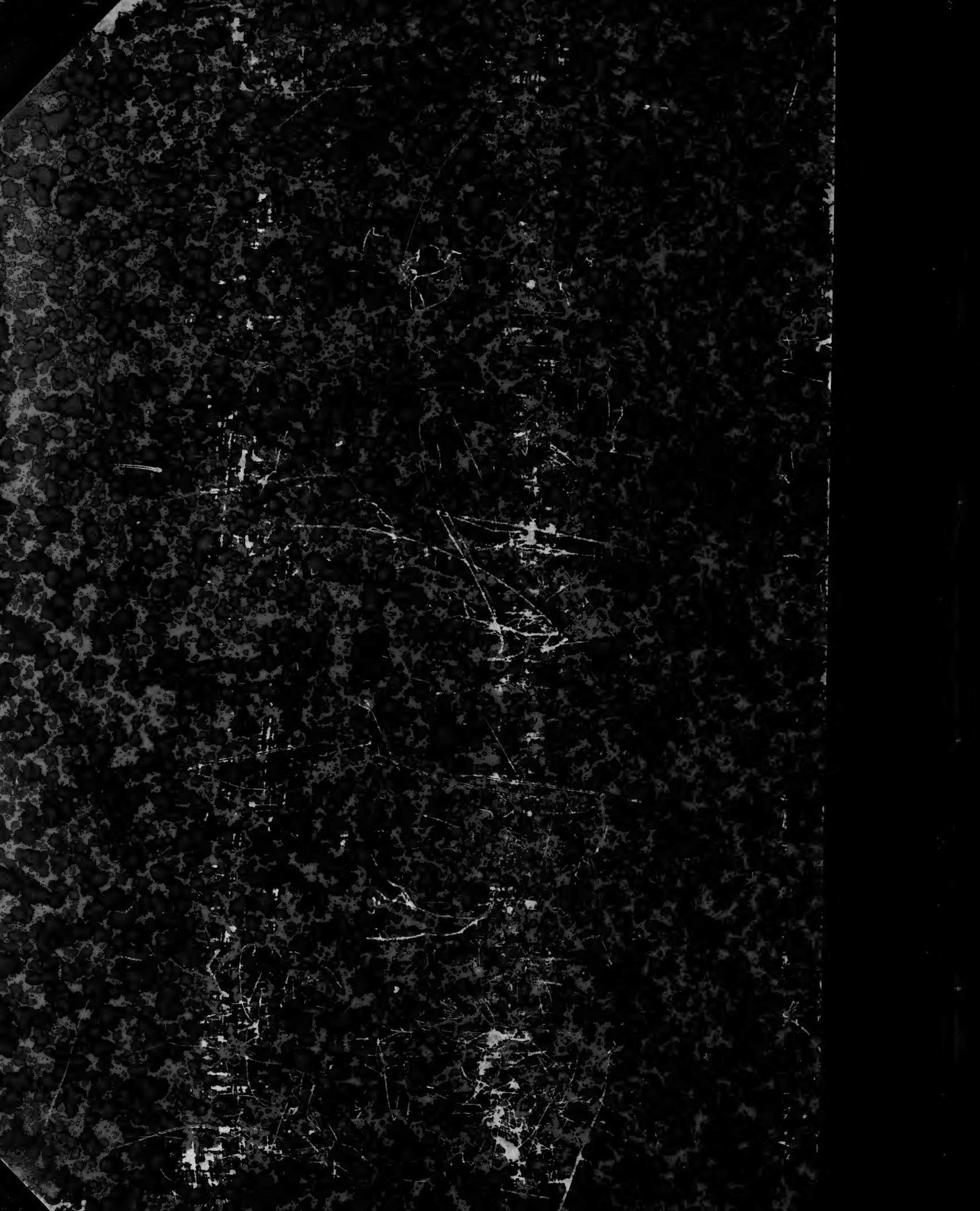


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